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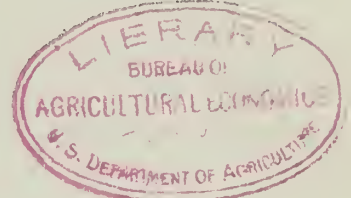
UNITED STATES DEPARTMENT OF AGRICULTURE  
FARM CREDIT ADMINISTRATION  
WASHINGTON, D. C.

SALES OF FRUITS AT RETAIL,  
NEW YORK CITY, MARCH 1940

Preliminary Report

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JUN 8 1941



By  
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COOPERATIVE RESEARCH AND SERVICE DIVISION

Miscellaneous  
Report No. 32

March 1941

INV. '50

FARM CREDIT ADMINISTRATION

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SALES OF FRUITS AT RETAIL,  
NEW YORK CITY, MARCH 1940.

by

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This is the third of a series of three preliminary reports on merchandising of apples and other fruits by retailers in New York City during the 1939-40 season. The first report was issued in September 1940, and covered weekly sales of apples and other fruits through retail outlets during August 1939 1/. Readers are referred to that report for a statement of the background of this study. The second report dealt with weekly sales of apples and other fruits through retail outlets during November 1939 2/. This report deals with weekly sales of apples and other fruits through 1,531 retail outlets of various kinds during March 1940. Insofar as practicable, identical outlets were surveyed during each of the three periods.

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NOTE. - This study was made possible by the wholehearted support and assistance of chain-store and independent retailers in New York City. To the corporate chain-grocery systems and the independent retailers who so graciously cooperated, the authors express grateful appreciation.

1/ Rasmussen, M.P., Quitslund, F.A., and Cake, E.W., "Some Facts Concerning Competition Between Apples and Other Fruits at Retail, New York City, August 1939," F.C.A. Misc. Report, No. 25, 76 pp., 1940 (mimeo.).

2/ Rasmussen, M.P., Quitslund, F.A., and Cake, E.W., "Competition Between Fruits at Retail, New York City, November 1939," F.C.A. Misc. Report, No. 30, 91 pp., 1940 (mimeo.).

## SOURCE OF DATA

This preliminary report is based on data obtained in New York City during March, 1940, from 430 independent fruit and vegetable stores, 382 independent grocery stores, 292 pushcart operators, 282 chain grocery stores, 85 meat markets 3/, and 60 wagon or motor hucksters. The sampling of retail outlets was done so as to obtain a cross-section of retail fruit outlets in areas representing each of the various family income levels in the four large boroughs.

Only those retail outlets were included in this survey which handled fresh fruits during March 1940. This fact should be borne in mind in interpreting data throughout this report.

## DOLLAR VOLUME OF SALES FOR EACH TYPE OF RETAIL OUTLET

Of the outlets included in this survey, independent fruit and vegetable stores ranked first in dollar sales of fruits and vegetables (\$233 per week). Chain grocery stores (\$188 per week) and independent meat markets (\$190 per week) were close competitors for second place; while independent grocery stores were fourth (\$119 per week) (table 1). Wagon or motor hucksters took fifth place (\$86 per week), and pushcart operators were lowest with \$80 per week. The business of hucksters and pushcart operators surveyed (as in August and November) was 100 percent fruits and vegetables. For most of the other types of retail outlets, the proportion which dollar sales of fruits and vegetables made up of total sales of all commodities was slightly lower during March 1940, than during either August or November 1939. Fruit and vegetable sales constituted 12 percent of gross sales in chain grocery stores in March 1940, in comparison with 14 percent during August and November 1939. In independent grocery stores, fruit and vegetable sales were 1 percent less in March than in November, and in meat markets sales were 2 percent less. Even in independent fruit and vegetable stores, sales of fruits and vegetables accounted for 3 percent less of total sales in March than in November.

## QUANTITIES OF FRESH FRUITS HANDLED WEEKLY

Data were obtained concerning sales of both eastern and western apples and of all seasonable fruits, which were handled in substantial volume and, therefore, direct or indirect competitors of apples during March 1940. The 1,531 retail outlets covered in this survey handled almost 2.6 million pounds of selected fruits weekly, or 1,692 pounds per outlet (table 2). The fruit handled in largest quantity per outlet was oranges (712 pounds per week or

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3/ Only 8 percent of the meat markets in New York City handled fruits and vegetables. The term "meat markets" as used in this report means combination meat-fruit and vegetable markets.

Table 1.- Weekly Dollar Sales of Fruits and Vegetables and Gross Sales of all Commodities, as Reported by 1,500 1/ Retail Outlets, New York City, March 1940

| Type of retail outlet      | Outlets reporting<br>Number | Weekly gross sales         |                                  | Fruit and vegetable sales as a percentage of all commodity sales |
|----------------------------|-----------------------------|----------------------------|----------------------------------|--|
|                            |                             | All commodities<br>Dollars | Fruits and vegetables<br>Dollars |  |
| Grocery stores:            |                             |                            |                                  |  |
| Chain                      | 281                         | 1,516                      | 183                              | 12   |
| Independent                | 372                         | 560                        | 119                              | 21   |
| Meat markets               | 77                          | 680                        | 190                              | 28   |
| Fruit and vegetable stores | 421                         | 248                        | 233                              | 94   |
| Wagon or motor hucksters   | 60                          | 86                         | 86                               | 100  |
| Pushcart operators         | 289                         | 80                         | 80                               | 100  |

1/ Although 1,531 retail outlets were included in this survey, data concerning the value of weekly sales were made available for only 1,500.

Table 2.- Relative Quantities of Leading Fruits Sold Weekly and Average Retail Price, Ccst Price, and Gross Margin, as Reported by 1,531 Retail Outlets, New York City, March 1940

| Fruit                | Quantity sold weekly<br>all outlets |                       |                        | Realized<br>retail<br>price per<br>pound 2/ | Gross retail margin |   | Spoilage<br>per 100<br>pounds |
|----------------------|-------------------------------------|-----------------------|------------------------|---|---------------------|---|-------------------------------|
|                      | Total<br><br>Pounds                 | Average<br>per outlet | Percentage<br>of total |   | Per pound           | Percentage<br>of realized<br>retail price |                               |
|                      |                                     |                       | Pounds                 | Percent                                     |                     | Cents                                     | Cents                         |
| Apples:              |                                     |                       |                        |   |                     |   |                               |
| Eastern              | 609,965                             | 399                   | 23.5                   | 4.2   | 1.5                 | 36  | 5.4                           |
| Western              | 159,495                             | 104                   | 6.2                    | 7.2   | 1.9                 | 26  | 4.4                           |
| Total                | 769,460                             | 503                   | 29.7                   | 4.9   | 1.7                 | 35  | 5.2                           |
| Oranges:             |                                     |                       |                        |   |                     |   |                               |
| Florida              | 806,068                             | 526                   | 31.1                   | 4.4   | 1.1                 | 25  | 3.3                           |
| California           | 284,172                             | 186                   | 11.0                   | 6.2   | 1.6                 | 26  | 3.1                           |
| Total                | 1,090,240                           | 712                   | 42.1                   | 4.9   | 1.2                 | 24  | 3.2                           |
| Grapefruit           | 363,983                             | 238                   | 14.0                   | 4.6   | 1.2                 | 26  | 4.7                           |
| Bananas              | 181,737                             | 119                   | 7.0                    | 4.8   | .3                  | 6   | 8.1                           |
| Pears:               |                                     |                       |                        |   |                     |   |                               |
| Western (U.S.)       | 63,333                              | 41                    | 2.4                    | 7.6   | 1.8                 | 23  | 3.8                           |
| South American       | 33,338                              | 22                    | 1.3                    | 8.0   | 2.3                 | 29  | 4.6                           |
| Eastern (U.S.)       | 248                                 | 1/                    | 1/                     | 5.5   | 1.7                 | 31  | 9.3                           |
| Total                | 96,919                              | 63                    | 3.7                    | 7.7   | 2.0                 | 26  | 4.1                           |
| Pineapples           | 27,888                              | 18                    | 1.1                    | 5.3   | 1.4                 | 26  | 6.0                           |
| Tangerines           | 21,515                              | 14                    | .8                     | 7.2   | 1.9                 | 26  | 7.5                           |
| Grapes:              |                                     |                       |                        |   |                     |   |                               |
| South American       | 17,098                              | 11                    | .7                     | 15.9  | 4.4                 | 28  | 11.1                          |
| Western (U.S.)       | 2,153                               | 2                     | .1                     | 9.9   | 2.8                 | 28  | 4.7                           |
| Total                | 19,251                              | 13                    | .8                     | 15.2  | 4.2                 | 28  | 10.4                          |
| Strawberries         | 9,457                               | 6                     | .4                     | 24.3  | 4.0                 | 16  | 5.4                           |
| Avocado pears        | 4,951                               | 3                     | .2                     | 19.9  | 4.9                 | 25  | 7.5                           |
| Honeydew melons      | 3,810                               | 2                     | .1                     | 8.1   | 3.2                 | 40  | 8.2                           |
| Plums (So. American) | 2,042                               | 1                     | .1                     | 17.8  | 4.8                 | 27  | 8.6                           |
| TOTAL OR AVERAGE     | 2,591,253                           | 1,692                 | 100.0                  | 5.1   | 1.3                 | 25  | 4.5                           |

<sup>1</sup>/ Less than one-tenth of 1 percent.

<sup>2</sup>/ For explanation of realized retail price and gross retail margin, see footnote 4, page 5.

about 42 percent of the total tonnage) and apples were second (503 pounds per week or about 30 percent of the total tonnage). Thus, these two fruits together made up about 72 percent of the fresh fruit sold by these stores during March 1940. Grapefruit, which ranked third, accounted for 238 pounds per week, or 14 percent of the total; followed by bananas with 119 pounds per week, or 7 percent; and pears with 63 pounds, or about 4 percent. Fresh pineapples accounted for slightly more than 1 percent of the total tonnage, but none of the remaining fresh fruits (tangerines, grapes, strawberries, avocado pears, honeydew melons and plums) individually made up as much as 1 percent. Not only were oranges the leading fruit, but all citrus fruits (oranges, grapefruit and tangerines) accounted for almost 57 percent of the tonnage.

The spoilage on all selected fruits averaged  $4\frac{1}{2}$  pounds per 100 pounds, and averages for individual fruits ranged from about 11 pounds on South American grapes to 3.1 pounds per 100 on California oranges. Average spoilage on apples (5.2 pounds per 100) was considerably higher than during November when it was 3.2 pounds or during August when it was 3.9 pounds. Average spoilage on oranges during March (3.2 pounds per 100) was almost identical with that during November (3.3 pounds per 100).

The averaged realized retail price  $\frac{4}{4}$  for all selected fruits during March was 5.1 cents per pound, which was almost identical with the average price of 5 cents per pound in November 1939, and slightly higher than the 4.9 cents per pound realized during August 1939. Average realized retail prices ranged from 24.3 cents per pound for strawberries to 4.2 cents per pound for eastern apples. Gross percentage retail margins on the various fruits ranged from 6 percent on bananas to 40 percent on honeydew melons, and averaged 25 percent on all selected fruits.

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4/ "Realized retail price": Since spoilage is almost inevitable in handling fruits and vegetables, and retailers rarely sell as many pounds per unit as they buy, the actual price per pound charged the consumer is not an accurate statement of retail prices from the point of view of the retailer. For example, a grocer bought 100 pounds of apples at a cost of \$2. Spoilage amounted to about 4 percent, so he actually sold 96 pounds and not 100 pounds. The actual price per pound to the consumer was  $3\frac{3}{4}$  cents times 96 pounds sold = \$3.60 realized retail price per 100 pounds purchased or 3.6 cents per pound. Differences between the cost of \$2 per 100 and the realized selling price of \$3.60 per 100 = \$1.60 (or 1.6 cents gross margin per pound purchased). The percentage of gross margin was calculated in the above case by dividing 1.6 cents gross margin per pound purchased by 3.6 cents per pound realized retail price = 44 percent gross margin.

Throughout this report the terms "realized retail price" and "gross retail margin" are used to indicate the relationships illustrated above.

## SALES VOLUME OF DIFFERENT OUTLETS FOR FRESH FRUITS

The quantity of selected fruits sold weekly during March 1940, averaged 1,692 pounds per outlet in comparison with 1,823 pounds during August, and 1,934 pounds during November 1939. As during August and November, there were large differences in the quantities of fruit sold per outlet by the various types of retail fruit outlets.

On the basis of total tonnage of selected fruits sold weekly per retail outlet, chain grocery stores led with 2,130 pounds, closely followed by independent fruit and vegetable stores (2,087 pounds) and independent meat markets (1,932 pounds). Pushcart operators ranked fourth (1,434 pounds per week); wagon or motor hucksters fifth (1,268 pounds); and independent grocery stores were lowest (1,136 pounds weekly per store) (table 3).

As in the previous surveys, the various types of retail outlets did not rank in the same order with regard to sales of individual fruits as in the case of total tonnage. During March, wagon or motor hucksters sold more apples (719 pounds) weekly than outlets of any other type, but independent fruit and vegetable stores were a fairly close second (662 pounds per week); and meat markets third (624 pounds per week). As was true during the two previous surveys, chain grocery stores sold more oranges during March than any other outlets (1,110 pounds per week). Fruit and vegetable stores ranked second with 793 pounds of oranges per week, and meat markets were third with 708 pounds per week. These three types of outlets also led in sales of grapefruit and bananas (table 3). The most important outlets for pears (both from western United States and South America) were the independent fruit and vegetable stores, meat markets and pushcart operators. The same was true for grapes and tangerines.

## PROPORTION OF RETAIL OUTLETS HANDLING EACH FRUIT

A slightly smaller proportion of the outlets handled eastern apples during March 1940, than during November 1939. On the other hand, a slightly larger proportion handled western apples during March. Even so, it should be noted that 35 percent of these outlets did not handle western apples during March. Only 3 percent of the wagon hucksters handled western apples in March in comparison with 17 percent during November; and only 62 percent of the chain grocery stores in March, compared with 72 percent in November (table 4). On the other hand, larger proportions of the independent fruit and vegetable stores, independent grocery stores and pushcart operators did handle western apples during March. A larger percentage of each type of outlet except wagon and motor hucksters handled Florida oranges during March than during November. However, the percentage handling California oranges decreased among chains, meat markets and wagon

Table 3.- Relative Importance of Various Types of Retail Outlets for Sales of Selected Fruits, as Reported by 1,531 Retailers, New York City, March 1940

| Commodity                  | Quantity sold weekly per retail outlet            |                               |                         |                                 |  |  |   |
|----------------------------|---|-------------------------------|-------------------------|---------------------------------|--|--|---|
|                            | 430<br>fruit and<br>vegetable<br>stores<br>Pounds | Grocery stores                |                         | 85<br>meat<br>markets<br>Pounds | 292<br>pushcart<br>operators<br>Pounds | 60<br>wagon or<br>motor<br>hucksters<br>Pounds | Total or<br>average all<br>1,531<br>outlets<br>Pounds |
|                            |   | 382<br>independents<br>Pounds | 282<br>chains<br>Pounds |                                 |  |  |   |
| Apples:                    |   |                               |                         |                                 |  |  |   |
| Eastern                    | 515   | 211                           | 323                     | 505                             | 448                                    | 715  | 399   |
| Western                    | 147   | 84                            | 112                     | 119                             | 75                                     | 4  | 104   |
| Oranges:                   |   |                               |                         |                                 |  |  |   |
| Florida                    | 533   | 360                           | 941                     | 522                             | 378                                    | 321  | 526   |
| California                 | 260   | 115                           | 169                     | 186                             | 214                                    | 43   | 186   |
| Grapefruit                 | 269   | 185                           | 350                     | 277                             | 165                                    | 123  | 238   |
| Bananas                    | 184   | 97                            | 145                     | 169                             | 28                                     | 41   | 119   |
| Pears:                     |   |                               |                         |                                 |  |  |   |
| Western (U.S.)             | 67  | 22                            | 18                      | 48                              | 56                                     | 4  | 41  |
| South American             | 40  | 16                            | 9                       | 29                              | 17                                     | 1/   | 22  |
| Eastern (U.S.)             | 1/  | 1/                            | -                       | -                               | -                                      | 1  | 1/  |
| Pineapples                 | 27  | 16                            | 20                      | 23                              | 9                                      | 5  | 18  |
| Tangerines                 | 18  | 9                             | 3                       | 22                              | 24                                     | 11   | 14  |
| Grapes:                    |   |                               |                         |                                 |  |  |   |
| South American             | 15  | 9                             | 7                       | 17                              | 13                                     | -  | 11  |
| Western (U.S.)             | 2   | 1/                            | 1/                      | 1                               | 4                                      | -  | 2   |
| Strawberries               | 5   | 6                             | 15                      | 8                               | 1                                      | -  | 6   |
| Avocado pears              | 2   | 3                             | 10                      | 3                               | -                                      | -  | 3   |
| Honeydew melons            | 1   | 2                             | 7                       | 1                               | 2                                      | -  | 2   |
| Plums (So. American)       | 2   | 1                             | 1                       | 2                               | 1/                                     | -  | 1   |
| Total, all selected fruits | 2,087   | 1,136                         | 2,130                   | 1,932                           | 1,434                                  | 1,268  | 1,692   |

1/ Less than 1 pound.

Table 4.- Proportions of Stores Surveyed that Handled Specified Fruits, as Reported by 1,531 Retail Outlets, New York City, March 1940

| Fruit               | 430<br>fruit and<br>vegetable<br>stores<br>Percent | Grocery stores                 |                          | 85<br>meat<br>markets<br>Percent | 292<br>pushcart<br>operators<br>Percent | 60<br>wagon or<br>motor<br>hucksters<br>Percent | Average<br>1,531<br>retail<br>outlets<br>Percent |
|---------------------|--|--------------------------------|--------------------------|----------------------------------|---|---|--|
|                     |  | 382<br>independents<br>Percent | 282<br>chains<br>Percent |                                  |   |   |  |
| <u>Apples:</u>      |  |                                |                          |                                  |   |   |  |
| Eastern             | 96   | 77                             | 96                       | 89                               | 69                                      | 95  | 86   |
| Western             | 86   | 73                             | 62                       | 82                               | 34                                      | 3   | 65   |
| <u>Oranges:</u>     |  |                                |                          |                                  |   |   |  |
| Florida             | 95   | 90                             | 99                       | 94                               | 54                                      | 63  | 85   |
| California          | 95   | 78                             | 76                       | 87                               | 54                                      | 22  | 76   |
| Grapefruit          | 91   | 74                             | 90                       | 94                               | 48                                      | 43  | 77   |
| Bananas             | 81   | 59                             | 80                       | 67                               | 4                                       | 10  | 57   |
| <u>Pears:</u>       |  |                                |                          |                                  |   |   |  |
| Western (U.S.)      | 70   | 32                             | 24                       | 47                               | 30                                      | 8   | 41   |
| South American      | 39   | 20                             | 11                       | 41                               | 10                                      | 2   | 22   |
| Eastern (U.S.)      | 1  | 1/                             | -                        | -                                | -                                       | 2   | 1/   |
| Pineapples          | 37   | 16                             | 24                       | 29                               | 7                                       | 3   | 22   |
| Tangerines          | 27   | 11                             | 6                        | 22                               | 7                                       | 5   | 14   |
| <u>Grapes:</u>      |  |                                |                          |                                  |   |   |  |
| South American      | 38   | 18                             | 14                       | 44                               | 8                                       | -   | 22   |
| Western (U.S.)      | 5  | 1                              | 2                        | 2                                | 1/                                      | -   | 2  |
| Strawberries        | 16   | 11                             | 27                       | 29                               | 1                                       | -   | 14   |
| Avocado pears       | 6  | 8                              | 25                       | 15                               | -                                       | -   | 9  |
| Honeydew melons     | 4  | 4                              | 11                       | 4                                | 1                                       | -   | 4  |
| Plums (So.American) | 7  | 4                              | 6                        | 6                                | 1                                       | -   | 4  |

1/ Less than 1 percent.

or motor hucksters. The proportion handling grapefruit during March was lower for each type of outlet except pushcart operators. A smaller proportion of all types of stores handled bananas during March.

To growers, shippers and cooperative associations the following proportions of these retail outlets which sold fresh fruit but did not handle a given fruit during the week preceding the day they were interviewed in March may be both interesting and significant:

| <u>Fruit:</u>       | <u>Percentage<br/>of all<br/>stores not<br/>handling</u> | <u>Fruit:</u>        | <u>Percentage<br/>of all<br/>stores not<br/>handling</u> |
|---------------------|--|----------------------|--|
| Apples (Eastern)    | 14   | Grapes(So.American)  | 78   |
| Oranges (Florida)   | 15   | Tangerines           | 86   |
| Grapefruit          | 23   | Strawberries         | 86   |
| Oranges(California) | 24   | Avocado pears        | 91   |
| Apples (Western)    | 35   | Honeydew melons      | 96   |
| Bananas             | 43   | Plums(So.American)   | 96   |
| Pears(Western U.S.) | 59   | Grapes(Western U.S.) | 98   |
| Pears(So.American)  | 78   | Pears(Eastern U.S.)  | 99+  |
| Pineapples          | 78   |                      |  |

None of these fruits enjoyed complete coverage. Only six fruits were sold by more than half of the outlets. The time of year caused some of the differences in coverage; some fruits were at the end of the season during March and others had not yet become available in volume. Weaknesses in the marketing system were also partially responsible, however.

#### COVERAGE RELATED TO INCOME AREAS

As in the previous surveys, an important part of the differences in coverage resulted from differences in family income 5/.

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5/ For explanation of income areas, see footnote 2, table 5.

Sales of eastern apples were reported in all income areas, but only 74 percent of the outlets in the lowest-income neighborhoods handled eastern apples, in contrast with 96 percent of the outlets in the highest-income areas. In a similar manner, only 48 percent of the low-income area outlets handled western apples in comparison with 82 percent in the highest-income neighborhoods. Approximately 39 percent of the outlets in the lowest-income areas sold 200 or more pounds of eastern apples per week, and 70 percent in the highest-income areas. Similarly, only 8 percent of low-income outlets sold 200 or more pounds of western apples per week in contrast with 33 percent of the outlets in the high-income neighborhoods (table 5). Concentration of volume of apple sales in those outlets selling 200 or more pounds per week occurred in each income area. About 90 percent of the eastern apples were sold by outlets selling 200 or more pounds per week in each of the four income areas. Slightly more than 50 percent of the volume of western apples in the low, medium-low and medium-high income areas was sold by outlets selling 200 or more pounds. The proportion (74 percent) was much higher in the highest-income areas.

About one-third of the retail outlets in the lowest-income areas did not handle either California or Florida oranges during March, and an additional 38 percent handled less than 200 pounds per week (table 6). In the medium-income groups, about one-quarter of the retail outlets did not handle California oranges. Coverage in high-income areas, however, was 92 percent or more for oranges.

The picture with regard to grapefruit resembles closely that for oranges. Slightly less than half of the outlets in the lowest-income neighborhoods did not handle grapefruit at all, in contrast with only 3 percent in highest-income areas. On tangerines, however, in no income class neighborhood was coverage better than 23 percent; and in the lowest-income neighborhoods only 7 percent of the outlets handled tangerines (table 7). Such coverage naturally leaves much to be desired.

Coverage for bananas was considerably better than for tangerines. Of the outlets in high-income areas 87 percent stocked bananas, in comparison with 22 percent in lowest-income areas, and 59 percent in medium-low income areas (table 8). Coverage on pineapples was limited - only 10 percent in low-income areas, and 44 percent in the highest-income neighborhoods (table 8). Coverage was also limited for pears from South America and from the western United States (table 9), as well as for strawberries and South American grapes (table 10).

From the foregoing, it is obvious that some commodities have relatively incomplete coverage in all areas, and especially incomplete in low-income areas. It seems likely that there are some possibilities in practically all income areas of increasing retail

Table 5.-- Apples: Physical Volume Sold Weekly and Number and Proportion of Retail Outlets, by Income Areas, New York City, March 1940

| Range in quantity sold weekly per store (pounds) | Proportion of all outlets surveyed in each income area |         |                    |         | Proportion of tonnage per income area sold by outlets in |                    |         |             | Distribution of outlets, which sold apples, in each income area |                    |         |             |
|--|--|---------|--------------------|---------|--|--------------------|---------|-------------|---|--------------------|---------|-------------|
|  | Low income   |         | Medium-high income |         | Low income   | Medium-high income |         | High income | Low income  | Medium-high income |         | High income |
|  | Percent  | Percent | Percent            | Percent | Percent  | Percent            | Percent | Percent     | Percent   | Percent            | Percent | Percent     |
| Eastern apples:                                  |  |         |                    |         |  |                    |         |             |   |                    |         |             |
| None   | 26   | 15      | 8                  | 4       |  |                    |         |             |   |                    |         |             |
| Less than 50                                     | 16   | 14      | 9                  | 4       | 2  | 1                  | 1       | 3/1         | 21  | 17                 | 10      | 4           |
| 50   | 9  | 12      | 12                 | 7       | 3  | 3                  | 2       | 1           | 12  | 14                 | 13      | 8           |
| 100  | 6  | 8       | 10                 | 9       | 3  | 3                  | 3       | 3           | 9   | 10                 | 11      | 9           |
| 150  | 4  | 11      | 9                  | 6       | 2  | 5                  | 3       | 2           | 5   | 13                 | 9       | 6           |
| 200  | 11   | 9       | 10                 | 17      | 9  | 6                  | 6       | 9           | 14  | 10                 | 11      | 18          |
| 300  | 6  | 9       | 11                 | 13      | 7  | 8                  | 8       | 10          | 8   | 10                 | 11      | 13          |
| 400  | 9  | 8       | 8                  | 17      | 16   | 10                 | 9       | 17          | 13  | 9                  | 9       | 18          |
| 599  | 7  | 6       | 10                 | 12      | 19   | 12                 | 16      | 19          | 9   | 7                  | 11      | 13          |
| 600  | 4  | 5       | 10                 | 9       | 20   | 21                 | 30      | 26          | 6   | 6                  | 11      | 9           |
| 1,000 - 1,999                                    | 4  | 5       | 10                 | 12      | 20   | 21                 | 30      | 26          | 6   | 6                  | 11      | 9           |
| 2,000 or more                                    | 2  | 3       | 3                  | 2       | 19   | 31                 | 22      | 13          | 3   | 4                  | 4       | 2           |
| Western apples:                                  |  |         |                    |         |  |                    |         |             |   |                    |         |             |
| None   | 52   | 34      | 31                 | 18      |  |                    |         |             |   |                    |         |             |
| Less than 50                                     | 21   | 25      | 27                 | 17      | 11   | 10                 | 11      | 4           | 44  | 37                 | 39      | 21          |
| 50   | 10   | 18      | 15                 | 16      | 12   | 17                 | 13      | 8           | 20  | 28                 | 22      | 19          |
| 100  | 9  | 13      | 13                 | 16      | 20   | 21                 | 20      | 14          | 19  | 19                 | 19      | 20          |
| 200  | 4  | 4       | 7                  | 12      | 15   | 10                 | 18      | 16          | 9   | 6                  | 10      | 15          |
| 300  | 1  | 2       | 2                  | 11      | 3  | 9                  | 9       | 21          | 1   | 4                  | 4       | 13          |
| 400  | 2  | 1       | 4                  | 6       | 14   | 7                  | 18      | 17          | 4   | 2                  | 5       | 7           |
| 599  | 1  | 3       | 1                  | 4       | 25   | 26                 | 11      | 20          | 3   | 4                  | 1       | 5           |
| 600 or more                                      | 1  | 3       | 1                  | 4       |  |                    |         |             |   |                    |         |             |

1/ As previously stated only outlets which normally handled some fruits and vegetables were included in this survey.

2/ The income group in which each outlet has been placed was determined by the average rentals paid per family in the neighborhood in which the outlet is located. These rentals are from the U.S. Census of 1930 and are median rentals for each census tract. Thirty relatively large areas or neighborhoods, each 10 census tracts (or about 100 square blocks) in size, with all of the 10 census tracts having about the same median rentals, were chosen. Therefore, when a store is placed in a certain income group, it means that median rentals paid by families both in the census tract in which the store is located and in the general neighborhood are within the rental range on which that income group is based. The ranges in median rentals per family on which each income group is based are as follows:

Low income group - median rentals less than \$35 per month  
 Medium-low income group - median rentals \$35 to \$49 per month  
 Medium-high income group - median rentals \$50 to \$64 per month  
 High income group - median rentals \$65 or more per month

3/ Less than 1 percent.

Table 6.-- Oranges: Physical Volume Sold Weekly and Number and Proportion of Retail Outlets, by Income Areas, New York City, March 1940

| Range in quantity sold weekly per store (pounds) | Proportion of all outlets surveyed in each income area |         |                    |         |             |         | Proportion of tonnage per income area sold by outlets in area 2/ |         |                   |         |                    |         | Distribution of outlets, which sold oranges, in each income area 2/ |         |                   |         |                    |         |
|--|--|---------|--------------------|---------|-------------|---------|--|---------|-------------------|---------|--------------------|---------|---|---------|-------------------|---------|--------------------|---------|
|  | Low income   |         | Medium-high income |         | High income |         | Low income   |         | Medium-low income |         | Medium-high income |         | Low income  |         | Medium-low income |         | Medium-high income |         |
|  | Percent  | Percent | Percent            | Percent | Percent     | Percent | Percent  | Percent | Percent           | Percent | Percent            | Percent | Percent   | Percent | Percent           | Percent | Percent            | Percent |
| <b>California oranges:</b>                       |  |         |                    |         |             |         |  |         |                   |         |                    |         |   |         |                   |         |                    |         |
| None   | 33   | 24      | 28                 |         | 8           |         |  |         |                   |         |                    |         |   |         |                   |         |                    |         |
| Less than 50                                     | 10   | 9       | 9                  |         | 3           |         | 2  |         | 2                 |         | 2                  |         | 14  |         | 12                |         | 3                  |         |
| 50   | 16   | 18      | 19                 |         | 19          |         | 6  |         | 8                 |         | 9                  |         | 24  |         | 26                |         | 20                 |         |
| 100  | 12   | 19      | 19                 |         | 23          |         | 9  |         | 15                |         | 20                 |         | 19  |         | 27                |         | 25                 |         |
| 200  | 11   | 14      | 12                 |         | 21          |         | 14   |         | 19                |         | 20                 |         | 17  |         | 17                |         | 23                 |         |
| 300  | 9  | 8       | 6                  |         | 15          |         | 18   |         | 18                |         | 15                 |         | 13  |         | 8                 |         | 17                 |         |
| 500  | 6  | 5       | 6                  |         | 9           |         | 23   |         | 20                |         | 24                 |         | 9   |         | 7                 |         | 10                 |         |
| 1,000 or more                                    | 3  | 3       | 1                  |         | 2           |         | 28   |         | 18                |         | 10                 |         | 4   |         | 3                 |         | 2                  |         |
| <b>Florida oranges:</b>                          |  |         |                    |         |             |         |  |         |                   |         |                    |         |   |         |                   |         |                    |         |
| None   | 32   | 12      | 7                  |         | 2           |         |  |         |                   |         |                    |         |   |         |                   |         |                    |         |
| Less than 50                                     | 11   | 5       | 3                  |         | 3/4         |         | 2  |         | 1                 |         | 3/2                |         | 16  |         | 3                 |         | 1                  |         |
| 50   | 14   | 16      | 13                 |         | 4           |         | 5  |         | 4                 |         | 6                  |         | 21  |         | 14                |         | 4                  |         |
| 100  | 13   | 16      | 18                 |         | 9           |         | 9  |         | 7                 |         | 6                  |         | 20  |         | 19                |         | 9                  |         |
| 200  | 7  | 12      | 12                 |         | 6           |         | 8  |         | 8                 |         | 6                  |         | 10  |         | 13                |         | 6                  |         |
| 300  | 9  | 17      | 16                 |         | 15          |         | 14   |         | 17                |         | 12                 |         | 13  |         | 20                |         | 15                 |         |
| 500  | 8  | 13      | 18                 |         | 31          |         | 24   |         | 23                |         | 24                 |         | 12  |         | 15                |         | 31                 |         |
| 1,000 - 1,999                                    | 4  | 6       | 10                 |         | 23          |         | 22   |         | 18                |         | 26                 |         | 6   |         | 6                 |         | 23                 |         |
| 2,000 or more                                    | 2  | 3       | 3                  |         | 10          |         | 16   |         | 22                |         | 24                 |         | 2   |         | 3                 |         | 11                 |         |

1/ See footnote 1, table 5.

2/ See footnote 2, table 5.

3/ Less than 1 percent.

Table 7.- Grapefruit and Tangerines: Physical Volume Sold Weekly of Each Fruit and Number and Proportion of Retail Outlets, by Income Areas, New York City, March 1940

| Range in quantity sold weekly per store (pounds) | Proportion of all outlets <sup>1/</sup> surveyed in each income area <sup>2/</sup> |         |                    |         |             |         | Proportion of tonnage per income area sold by outlets in area <sup>2/</sup> |         |                   |         |                    |         | Distribution of outlets, which sold specified fruit in each income area <sup>2/</sup> |         |                   |         |                    |         |
|--|--|---------|--------------------|---------|-------------|---------|---|---------|-------------------|---------|--------------------|---------|---|---------|-------------------|---------|--------------------|---------|
|  | Medium-low income  |         | Medium-high income |         | High income |         | Low income  |         | Medium-low income |         | Medium-high income |         | Low income  |         | Medium-low income |         | Medium-high income |         |
|  | Percent  | Percent | Percent            | Percent | Percent     | Percent | Percent   | Percent | Percent           | Percent | Percent            | Percent | Percent   | Percent | Percent           | Percent | Percent            | Percent |
| <b>Grapefruit:</b>                               |  |         |                    |         |             |         |   |         |                   |         |                    |         |   |         |                   |         |                    |         |
| None   | 47   | 22      | 12                 | 3       |             |         |   |         |                   |         |                    |         |   |         |                   |         |                    |         |
| Less than 50                                     | 12   | 13      | 13                 | 3       |             |         | 4   |         | 3                 |         | 2                  |         | 23  |         | 17                | 14      | 3                  |         |
| 50 - 99  | 16   | 26      | 18                 | 12      |             |         | 11  |         | 13                |         | 6                  |         | 30  |         | 33                | 21      | 12                 |         |
| 100 - 199  | 9  | 15      | 20                 | 15      |             |         | 13  |         | 16                |         | 13                 |         | 17  |         | 20                | 23      | 15                 |         |
| 200 - 299  | 6  | 7       | 13                 | 13      |             |         | 13  |         | 10                |         | 13                 |         | 11  |         | 8                 | 15      | 14                 |         |
| 300 - 499  | 7  | 12      | 11                 | 23      |             |         | 25  |         | 30                |         | 17                 |         | 13  |         | 16                | 13      | 24                 |         |
| 500 - 999  | 2  | 3       | 11                 | 23      |             |         | 13  |         | 13                |         | 32                 |         | 4   |         | 4                 | 12      | 24                 |         |
| 1,000 or more                                    | 1  | 2       | 2                  | 8       |             |         | 21  |         | 15                |         | 17                 |         | 2   |         | 2                 | 2       | 8                  |         |
| <b>Tangerines:</b>                               |  |         |                    |         |             |         |   |         |                   |         |                    |         |   |         |                   |         |                    |         |
| None   | 93   | 89      | 83                 | 77      |             |         |   |         |                   |         |                    |         |   |         |                   |         |                    |         |
| Less than 40                                     | 3  | 1       | 5                  | 3       |             |         | 4   |         | 1                 |         | 7                  |         | 35  |         | 8                 | 28      | 14                 |         |
| 40 - 79  | 1  | 5       | 6                  | 9       |             |         | 5   |         | 12                |         | 20                 |         | 18  |         | 45                | 36      | 40                 |         |
| 80 - 119   | 1  | 3       | 3                  | 6       |             |         | 8   |         | 13                |         | 22                 |         | 15  |         | 25                | 20      | 25                 |         |
| 120 or more                                      | 2  | 2       | 3                  | 5       |             |         | 83  |         | 74                |         | 51                 |         | 32  |         | 22                | 16      | 21                 |         |

<sup>1/</sup> See footnote 1, table 5.

<sup>2/</sup> See footnote 2, table 5.

<sup>3/</sup> Less than 1 percent.

Table 8.- Bananas and Pineapples: Physical Volume Sold Weekly of Each Fruit and Number and Proportion of Retail Outlets, by Income Areas, New York City, March 1940

| Range in quantity sold weekly per store (pounds) | Proportion of all outlets 1/<br>2/<br>surveyed in each income area |                          |                           |                   | Proportion of tonnage per in-<br>come area sold by outlets in<br>area 2/ |                   |                           |                   | Distribution of outlets, which<br>sold specified fruit in each<br>income area 2/ |                   |                           |                   |
|--|--|--------------------------|---------------------------|-------------------|--|-------------------|---------------------------|-------------------|--|-------------------|---------------------------|-------------------|
|  | Medium-  |                          | High                      |                   | Low  |                   | Medium-                   |                   | Low  |                   | Medium-                   |                   |
|  | Low<br>income<br>Percent   | low<br>income<br>Percent | high<br>income<br>Percent | income<br>Percent | income<br>Percent  | income<br>Percent | high<br>income<br>Percent | income<br>Percent | income<br>Percent  | income<br>Percent | high<br>income<br>Percent | income<br>Percent |
| <b>Bananas:</b>                                  |  |                          |                           |                   |  |                   |                           |                   |  |                   |                           |                   |
| None   | 78   | 41                       | 27                        | 13                |  |                   |                           |                   |  |                   |                           |                   |
| Less than 50                                     | 2  | 5                        | 4                         | 1                 |  |                   |                           |                   |  |                   |                           | 1                 |
| 50 - 99  | 7  | 18                       | 16                        | 12                |  | 1                 | 7                         |                   | 10   | 31                | 8                         | 14                |
| 100 - 149  | 4  | 16                       | 17                        | 17                |  | 10                | 12                        |                   | 18   | 28                | 30                        | 20                |
| 150 - 199  | 4  | 6                        | 9                         | 16                |  | 11                | 10                        |                   | 16   | 11                | 13                        | 18                |
| 200 - 299  | 2  | 7                        | 11                        | 18                |  | 15                | 17                        |                   | 9  | 12                | 15                        | 21                |
| 300 - 499  | 2  | 3                        | 10                        | 16                |  | 13                | 24                        |                   | 9  | 4                 | 14                        | 18                |
| 500 or more                                      | 1  | 4                        | 6                         | 7                 |  | 18                | 29                        |                   | 7  | 7                 | 8                         | 8                 |
| <b>Pineapples:</b>                               |  |                          |                           |                   |  |                   |                           |                   |  |                   |                           |                   |
| None   | 90   | 84                       | 76                        | 56                |  |                   |                           |                   |  |                   |                           |                   |
| Less than 50                                     | 3  | 8                        | 11                        | 11                |  | 21                | 21                        |                   | 30   | 42                | 50                        | 25                |
| 50 - 99  | 4  | 6                        | 7                         | 23                |  | 41                | 30                        |                   | 43   | 37                | 31                        | 53                |
| 100 or more                                      | 3  | 2                        | 4                         | 10                |  | 38                | 49                        |                   | 47   | 13                | 18                        | 22                |

1/ See footnote 1, table 5.

2/ See footnote 2, table 5.

3/ Less than 1 percent.

Table 9.- South American and Western (U.S.) Pears: Physical Volume Sold Weekly of each Fruit and Number and Proportion of Retail Outlets, by Income Areas, New York City, March 1940

| Range in quantity sold weekly per store (pounds) | Proportion of all outlets surveyed in each income area <sup>1/2/</sup> |         |                    |         | Proportion of tonnage per income area sold by outlets in area <sup>2/</sup> |         |                   |         | Distribution of outlets, which sold specified fruit in each income area <sup>2/</sup> |         |                   |         |
|--|--|---------|--------------------|---------|---|---------|-------------------|---------|---|---------|-------------------|---------|
|  | Low income   |         | Medium-high income |         | Low income  |         | Medium-low income |         | Low income  |         | Medium-low income |         |
|  | Percent  | Percent | Percent            | Percent | Percent   | Percent | Percent           | Percent | Percent   | Percent | Percent           | Percent |
| South American:                                  |  |         |                    |         |   |         |                   |         |   |         |                   |         |
| None   | 86   | 81      | 75                 | 67      |   |         |                   |         |   |         |                   |         |
| Less than 50                                     | 5  | 11      | 16                 | 14      | 9   |         |                   |         | 36  |         | 64                | 43      |
| 50 - 99  | 4  | 3       | 5                  | 11      | 16  | 26      | 35                | 20      | 26  | 17      | 22                | 32      |
| 100 - 199  | 2  | 3       | 2                  | 6       | 19  | 18      | 26                | 30      | 17  | 14      | 7                 | 18      |
| 200 or more                                      | 3  | 2       | 2                  | 2       | 56  | 24      | 24                | 23      | 21  | 10      | 7                 | 7       |
| Western (U.S.):                                  |  |         |                    |         |   |         |                   |         |   |         |                   |         |
| None   | 64   | 66      | 55                 | 50      |   |         |                   |         |   |         |                   |         |
| Less than 50                                     | 17   | 19      | 24                 | 26      | 13  | 22      | 26                | 24      | 47  | 56      | 54                | 52      |
| 50 - 99  | 8  | 6       | 12                 | 10      | 15  | 16      | 27                | 20      | 21  | 18      | 25                | 20      |
| 100 - 199  | 6  | 5       | 5                  | 10      | 21  | 22      | 22                | 34      | 17  | 14      | 12                | 21      |
| 200 - 299  | 2  | 2       | 4                  | 3       | 12  | 17      | 25                | 15      | 6   | 7       | 9                 | 5       |
| 300 or more                                      | 3  | 2       | -                  | 1       | 39  | 23      | -                 | 7       | 9   | 5       | -                 | 2       |

<sup>1/</sup> See footnote 1, table 5.

<sup>2/</sup> See footnote 2, table 5.

Table 10.- Strawberries and South American Grapes: Physical Volume Sold Weekly of each Fruit and Number and Proportion of Retail Outlets, by Income Areas, New York City, March 1940

| Range in quantity sold weekly per store (pounds) | Proportion of all outlets surveyed in each income area <sup>1/</sup> <sub>2/</sub> |         |                    |         | Proportion of tonnage per income area sold by outlets in area <sup>2/</sup> |         |                    |         | Distribution of outlets, which sold specified fruit in each income area <sup>2/</sup> |         |                    |         |
|--|--|---------|--------------------|---------|---|---------|--------------------|---------|---|---------|--------------------|---------|
|  | Low income   |         | Medium-high income |         | Low income  |         | Medium-high income |         | Low income  |         | Medium-high income |         |
|  | Percent  | Percent | Percent            | Percent | Percent   | Percent | Percent            | Percent | Percent   | Percent | Percent            | Percent |
| <b>Strawberries:</b>                             |  |         |                    |         |   |         |                    |         |   |         |                    |         |
| None   | 96   | 93      | 88                 | 64      |   |         |                    |         |   |         |                    |         |
| Less than 20                                     | 2  | 4       | 8                  | 12      | 17  | 19      | 29                 | 9       | 42  | 59      | 69                 | 37      |
| 20 - 39  | 2  | 1       | 2                  | 8       | 35  | 25      | 25                 | 12      | 38  | 25      | 18                 | 21      |
| 40 - 79  | 3  | 1       | 1                  | 8       | 21  | 17      | 20                 | 21      | 10  | 8       | 8                  | 21      |
| 80 or more                                       | 3  | 1       | 1                  | 8       | 27  | 39      | 26                 | 58      | 10  | 8       | 5                  | 21      |
| <b>South American Grapes:</b>                    |  |         |                    |         |   |         |                    |         |   |         |                    |         |
| None   | 94   | 83      | 73                 | 58      |   |         |                    |         |   |         |                    |         |
| Less than 30                                     | 2  | 9       | 18                 | 12      | 7   | 15      | 41                 | 10      | 35  | 51      | 67                 | 28      |
| 30 - 59  | 1  | 5       | 6                  | 16      | 12  | 21      | 31                 | 27      | 23  | 32      | 22                 | 37      |
| 60 - 99  | 1  | 1       | 2                  | 8       | 12  | 5       | 20                 | 24      | 13  | 5       | 9                  | 20      |
| 100 or more                                      | 2  | 2       | 1                  | 6       | 69  | 59      | 8                  | 39      | 29  | 12      | 2                  | 15      |

<sup>1/</sup> See footnote 1, table 5.

<sup>2/</sup> See footnote 2, table 5.

<sup>3/</sup> Less than 1 percent.

distribution of some fruits. The degree to which increase coverage in any area might be desirable or economical can not be determined from this study. There can be little doubt, however, that many of the outlets in the lower-income areas are virtually "employment - subsistence outlets" which would respond slowly, if at all, to promotional activities. It seems quite likely that concentration of promotional activities on medium-to large-sized outlets in all areas might result in greatest increases in sales.

#### QUANTITIES OF CANNED FRUITS AND JUICES HANDLED WEEKLY

As in the previous surveys, this study included only outlets which handled fresh fruits. Consequently, the following data do not afford a complete cross-section of canned fruit and juice sales, since data are not included for retail outlets which sold canned goods but did not sell fresh fruit.

In addition to 2,591,253 pounds of fresh fruit, these retail outlets sold 151,207 pounds of five kinds of canned fruit, and 256,219 pounds of six kinds of canned juices (table 11). The approximate ratio of fresh fruit to canned fruits and juices was about 8 to 1 in November and 6 to 1 in March. Sales of applesauce were remarkably consistent; that is, 28 pounds weekly per outlet in November, and 27 pounds in March. Sales of fresh apples in March totaled 769,460 pounds compared with 31,939 pounds of applesauce, or roughly in the ratio of about 24 to 1.

Sales of the 5 canned fruits were about 10 pounds less weekly per outlet in March than in November, but sales of the 6 canned juices were 31 pounds greater. Relatively large increases over the November sales of tomato, pineapple and grapefruit juices were reported in March.

#### QUANTITY HANDLED BY EACH TYPE OF OUTLET

As was true in the previous surveys, none of the pushcart operators and none of the wagon or motor hucksters, included in the study, handled any canned fruits or canned fruit juices, and the quantities handled by independent fruit and vegetable stores was relatively small (table 12). Meat markets handled considerable quantities of both canned fruits and juices during March, but grocery stores sold the largest volume by far. Sales of the 5 leading canned fruits in chain grocery stores averaged about 377 pounds per week, and in independent grocery stores about 102 pounds per week. Sales of the 6 leading canned juices in chain grocery stores averaged about 652 pounds per week, and about 169 pounds per week in independent grocery stores.

Sales of canned applesauce averaged about 85 pounds per week in chain grocery stores, about 13 pounds in independent grocery stores, about 7 pounds in meat markets, and less than 1 pound per week in fruit and vegetable stores.

Table 11.- Relative Quantities of Leading Canned Fruits and Canned Juices Sold Weekly, as Reported by 1,179 <sup>1/</sup> Retail Outlets, New York City, March 1940

| Commodity                           | Quantities sold weekly |                           | Percentage of total sales |
|-------------------------------------|------------------------|---------------------------|---------------------------|
|                                     | Total Pounds           | Average per outlet Pounds |                           |
| <u>Canned fruit:</u>                |                        |                           |                           |
| Peaches                             | 52,091                 | 44                        | 13                        |
| Applesauce                          | 31,939                 | 27                        | 8                         |
| Pineapple                           | 29,861                 | 25                        | 7                         |
| Pears                               | 23,612                 | 20                        | 6                         |
| Grapefruit                          | 13,704                 | 12                        | 3                         |
| Total                               | 151,207                | 128                       | 37                        |
| <u>Canned juice:</u>                |                        |                           |                           |
| Tomato                              | 90,993                 | 77                        | 22                        |
| Pineapple                           | 78,965                 | 67                        | 19                        |
| Grapefruit                          | 63,042                 | 53                        | 16                        |
| Prune                               | 8,600                  | 7                         | 2                         |
| Orange                              | 8,144                  | 7                         | 2                         |
| Grape                               | 6,475                  | 6                         | 2                         |
| Total                               | 256,219                | 217                       | 63                        |
| Total canned fruit and canned juice | 407,426                | 345                       | 100                       |

<sup>1/</sup> The 292 pushcart operators and 60 wagon or motor hucksters, who were included in this survey, did not report the sales of any canned fruit or canned juice.

Table 12.- Relative Importance of Various Types of Retail Outlets for Sales of Selected Canned Fruits and Fruit Juices, as Reported by 1,179 1/ Retailers, New York City, March 1940

| Commodity                              | Quantities sold weekly per retail outlet          |                               |                         |                                 |        | Average<br>1,179<br>retail outlets<br>Pounds |
|--|---|-------------------------------|-------------------------|---------------------------------|--------|--|
|  | 430<br>fruit and<br>vegetable<br>stores<br>Pounds | Grocery stores                |                         | 85<br>meat<br>markets<br>Pounds | Pounds |  |
|  |   | 382<br>independents<br>Pounds | 282<br>chains<br>Pounds |                                 |        |  |
|  |   |                               |                         |                                 |        |  |
| <u>Canned fruit:</u>                   |   |                               |                         |                                 |        |  |
| Peaches                                | 1.9   | 38.7                          | 124.7                   | 15.5                            | 44.2   |  |
| Pineapple                              | 1.5   | 22.0                          | 70.5                    | 10.8                            | 25.3   |  |
| Applesauce                             | .9  | 18.1                          | 85.2                    | 7.4                             | 27.1   |  |
| Pears                                  | 1.1   | 16.2                          | 58.0                    | 7.3                             | 20.0   |  |
| Grapefruit                             | .4  | 6.6                           | 38.2                    | 2.7                             | 11.6   |  |
| Total                                  | 5.8   | 101.6                         | 376.6                   | 43.7                            | 128.2  |  |
| <u>Canned juice:</u>                   |   |                               |                         |                                 |        |  |
| Tomato                                 | 1.8   | 57.8                          | 235.8                   | 19.2                            | 77.2   |  |
| Pineapple                              | 1.6   | 57.3                          | 193.8                   | 20.6                            | 67.0   |  |
| Grapefruit                             | 1.3   | 38.5                          | 164.5                   | 16.3                            | 53.4   |  |
| Grape                                  | .1  | 4.8                           | 15.7                    | 1.3                             | 5.5    |  |
| Orange                                 | .2  | 5.3                           | 20.6                    | 2.6                             | 6.9    |  |
| Prune                                  | .1  | 5.6                           | 21.8                    | 3.2                             | 7.3    |  |
| Total                                  | 5.1   | 169.3                         | 652.2                   | 63.7                            | 217.3  |  |
| Total canned fruit<br>and canned juice | 10.9  | 270.9                         | 1,028.8                 | 107.4                           | 345.5  |  |

1/ The 292 pushcart operators and 60 wagon or motor hucksters, who were included in this survey, did not report the sales of any canned fruit or canned juices.

## INFLUENCE OF FAMILY INCOME 6/

### Fresh Fruit Sales

During March, weekly sales of selected fruits in lowest-income areas averaged 1,048 pounds per retail outlet (or about 9-1/2 pounds per family) in comparison with 2,720 pounds per retail outlet in highest-income areas (or about 16-3/4 pounds per family) (table 13). It will be noted that sales per outlet in highest-income areas were 160 percent higher than in lowest-income areas. Sales per family, however, were only about 76 percent higher. Weekly sales of apples in low-income areas averaged about 3.3 pounds per family and about 4 pounds in highest-income neighborhoods, - a relatively small difference in purchases per family. In the cases of oranges, grapefruit, and bananas, however, considerable differences occurred. Families in lowest-income areas bought about 4 pounds of oranges per week compared with 7-1/3 pounds in highest-income areas; 1 pound of grapefruit compared with 2.9 pounds in high-income areas; and about 1/3 of a pound of bananas in comparison with 1-1/4 pounds in high-income neighborhoods. In contrast with all other fruits, families in low-income areas bought more pears than families in high-income neighborhoods. Sales of pineapples, strawberries, grapes, avocado pears, honeydew melons and plums were much larger in the highest-income neighborhoods.

### Canned Fruit and Juice Sales

As shown by previous surveys, fresh-fruit outlets in low-income areas did not make up in sales of canned fruits and juices what they lacked in sales of fresh fruit. Sales of the 5 leading canned fruits were only 47 pounds per store per week in lowest-income areas, in contrast with 212 pounds in high-income areas (table 14). Sales of 6 canned juices averaged 71 pounds per store per week in lowest-income areas and 349 pounds in highest-income areas. On a per family basis, sales of canned fruits and juices averaged about 1 pound per family per week in lowest-income areas and almost 3-1/2 pounds per family per week in stores in highest-income areas. Contrary to many expressed opinions, it is families in highest-income areas who consume the largest quantities of canned fruits

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6/ In interpreting any data in this report dealing with influence of family income, it should be kept in mind that there are more families served per retail outlet in high-income than in low-income areas. A store-by-store enumeration made in New York City during June 1939, indicates that there were about 110 families per fresh fruit outlet in low-income areas, 115 in medium-low-income areas, 157 in medium-high-income areas, and 162 in high-income areas.

Table 13.- Average Quantities of Selected Fruits Sold Weekly in each Income Area, as Reported by 1,531 Retail Outlets, New York City, March 1940

| Fruit                       | Quantity sold weekly per outlet in each income area <u>1/</u> |                             |                              |                       |
|-----------------------------|---|-----------------------------|------------------------------|-----------------------|
|                             | Low income<br>Pounds  | Medium-low income<br>Pounds | Medium-high income<br>Pounds | High income<br>Pounds |
| <u>Apples:</u>              |   |                             |                              |                       |
| Eastern                     | 300   | 380                         | 466                          | 482                   |
| Western                     | 66  | 90                          | 95                           | 174                   |
| <u>Oranges:</u>             |   |                             |                              |                       |
| Florida                     | 257   | 407                         | 551                          | 956                   |
| California                  | 135   | 167                         | 146                          | 233                   |
| Grapefruit                  | 110   | 155                         | 248                          | 465                   |
| Bananas                     | 39  | 103                         | 157                          | 202                   |
| <u>Pears:</u>               |   |                             |                              |                       |
| Western(U.S.)               | 45  | 35                          | 38                           | 46                    |
| South American              | 19  | 16                          | 19                           | 32                    |
| Eastern (U.S.)              | <u>2/</u>   | -                           | <u>2/</u>                    | 1                     |
| Pineapples                  | 11  | 10                          | 15                           | 38                    |
| Tangerines                  | 10  | 16                          | 12                           | 19                    |
| <u>Grapes:</u>              |   |                             |                              |                       |
| South American              | 5   | 11                          | 8                            | 23                    |
| Western(U.S.)               | <u>2/</u>   | 4                           | 2                            | <u>2/</u>             |
| Strawberries                | 1   | 2                           | 2                            | 19                    |
| Avocado pears               | <u>2/</u>   | <u>2/</u>                   | <u>2/</u>                    | 13                    |
| Honeydew melons             | <u>2/</u>   | 1                           | 1                            | 8                     |
| Plums(So.American)          | <u>2/</u>   | <u>2/</u>                   | 1                            | 4                     |
| Total all fruit             | 1,048   | 1,397                       | 1,761                        | 2,720                 |
| Index numbers,<br>all fruit | 100   | 133                         | 168                          | 260                   |

1/ For explanation of income areas, see footnote 2, table 5, page 11.

2/ Less than 1 pound.

Table 14.- Family Income and Weekly Sales of Important Canned Fruits and Canned Juices Per Retail Outlet, as Reported by 1,179 Retail Outlets, New York City, March 1940

| Commodity  | Quantity sold weekly per retail outlet in each income area <sup>1/</sup> |                                    |                                     |                              |
|--|--|------------------------------------|-------------------------------------|------------------------------|
|  | Low income<br><u>Pounds</u>  | Medium-low income<br><u>Pounds</u> | Medium-high income<br><u>Pounds</u> | High income<br><u>Pounds</u> |
| <b>Canned fruit:</b>                             |  |                                    |                                     |                              |
| Peaches .....                                    | 18   | 36                                 | 41                                  | 70                           |
| Pineapple .....                                  | 9  | 20                                 | 26                                  | 40                           |
| Applesauce .....                                 | 9  | 21                                 | 24                                  | 47                           |
| Pears .....                                      | 7  | 15                                 | 17                                  | 36                           |
| Grapefruit .....                                 | 4  | 7                                  | 13                                  | 19                           |
| <b>Total</b> .....                               | <b>47</b>  | <b>99</b>                          | <b>121</b>                          | <b>212</b>                   |
| <b>Canned juice:</b>                             |  |                                    |                                     |                              |
| Tomato .....                                     | 26   | 55                                 | 77                                  | 130                          |
| Pineapple .....                                  | 21   | 48                                 | 90                                  | 95                           |
| Grapefruit .....                                 | 16   | 38                                 | 50                                  | 94                           |
| Grape .....                                      | 2  | 4                                  | 6                                   | 9                            |
| Orange .....                                     | 3  | 6                                  | 7                                   | 9                            |
| Prune .....                                      | 3  | 5                                  | 8                                   | 12                           |
| <b>Total</b> .....                               | <b>71</b>  | <b>156</b>                         | <b>238</b>                          | <b>349</b>                   |
| <b>Total canned fruit and canned juice</b> ..... | <b>118</b>   | <b>255</b>                         | <b>359</b>                          | <b>561</b>                   |

<sup>1/</sup> For explanation of income areas, see footnote 2, table 5, page 11.

and juices per family. It should interest apple producers that stores in highest-income areas sold about 5 times as much canned applesauce per store per week as outlets in lowest-income areas. Translated into probable sales per family, this means about 1.3 ounces per family per week in lowest-income areas and 4.6 ounces in highest-income areas.

#### Income and Realized Retail Prices

Of all the fruits sold by these retail outlets during March, strawberries and avocado pears were the only ones selling at about the same general price per pound in both the lowest-income and highest-income areas. Realized retail prices per pound of all other fruits, were from 1.2 cents to 12.4 cents per pound higher in highest-income areas than in lowest-income areas (table 15).



Eastern apples sold at an average of 3.5 cents per pound in lowest-income areas and 5.1 cents per pound in highest-income neighborhoods (a difference of about 46 percent). Western apples brought an average of 5.9 cents per pound in lowest-income areas, and 7.9 cents in highest-income neighborhoods (a difference of about 34 percent).

Florida oranges brought 3.6 cents per pound in lowest-income areas and 4.8 cents in highest-income neighborhoods (difference about 33 percent); while California oranges brought, respectively, 5.3 cents and 6.8 cents per pound (difference 28 percent). Comparable prices per pound for other fruits in lowest-income and in highest-income areas were as follows: Grapefruit, 3.6 and 5.2 cents per pound (difference about 44 percent); bananas, 3.4 and 5.4 cents per pound (difference about 59 percent); western pears, 6.8 and 8.5 cents per pound (difference about 25 percent); South American pears 6.5 and 9.3 cents per pound (difference about 43 percent); pineapples, 4.2 and 5.9 cents per pound (difference about 40 percent); tangerines, 5.3 and 9.2 cents per pound (difference about 74 percent); and western grapes, 12.8 and 15.9 cents per pound (difference 24 percent).

As pointed out in previous reports, some of these differences undoubtedly arose from differences in retail services and variations in quality characteristics. These data probably indicate, however, the differences in level of prices per pound which retailers were able to obtain in each income area, and may be taken as a reasonably good measure of what consumers at 4 different income levels were able and willing to pay for such fruits.

#### Income and Retail Margins

It should be kept in mind that gross retail margins per pound are not the same thing as gross retail percentage margins. Margins which are at the same time higher on a per pound basis but lower on a percentage basis can and do occur.

The gross retail margin per pound on eastern apples was 1.2 cents in the lowest-income areas and 2 cents in the highest-income areas, (a difference of about 67 percent). The percentage of gross retail margin on eastern apples in highest-income areas (39 percent) was only 5 percent greater than in lowest-income areas where it averaged 34 percent. In the case of western apples, the gross retail margin averaged 1.1 cents per pound in lowest-income areas and 2.4 cents per pound in highest-income areas (a difference of 118 percent); but the percentage of gross retail margin in lowest-income areas (19 percent) was only 11 percent less than in highest-income areas (30 percent) (table 15).

On Florida oranges, in highest-income areas the gross margin per pound was 1.2 cents and on California oranges it was 2 cents. In lowest-income areas, however, gross retail margins were: Florida oranges 0.7 cent per pound and California oranges 1.1 cents per pound. Percentage gross margins were only 6 to 8 percent less in the lowest-income areas, but actual gross margins per pound of fruit in the highest-income areas were 71 percent higher for Florida oranges and 82 percent higher for California oranges.

Similar differences may be observed in other fruits (table 15). While it is common among retailers to calculate gross margins as a percentage of the retail selling price, the margins in cents per pound, cents per unit of sale, and cents per unit of purchase, which can be obtained, are also given consideration.

#### GROSS RETAIL MARGINS

As previously indicated <sup>1/</sup> "gross retail margin" is the difference between cost delivered at the retail outlet for each package of fruit and the amount realized from retail sales for that same quantity after making adjustments for spoilage losses. Gross retail margins on each fruit differed greatly among individual outlets and between groups of outlets. Cost of operation, as a percentage of total dollar sales, tends to establish the minimum average percentage margin on which any outlet can continue to operate. Individual items may, and often do, bring more or less than this minimum. There are many factors which influence the prices at which commodities can be purchased, as well as the retail prices which can be obtained. These factors which influence cost price and retail selling price tend to fix the maximum amount of the gross retail margin that can be obtained, but the retailer, for one reason or another, may not obtain the maximum margin. This report does not treat all angles of the question. It merely shows what margins were realized by various groups of retailers from various types of fruits. Other aspects of the problem will be discussed in later reports.

#### Margins on All Fruits Combined for Each Type of Outlet

As in the two previous surveys, average gross retail margins on fruit sold during March varied considerably among the various retail outlets. As previously shown, the gross retail margin on all fruits for all outlets averaged 25 percent (table 2). About 45 percent of the outlets obtained less than 25 percent gross margin, 10 percent of them less than 15 percent gross retail margin, 38 percent realized from 25 to 34 percent gross margin, and about 15 percent obtained 35 percent or more (table 16). Only 7 percent of the chain grocery stores obtained 35 percent or more gross margin, in comparison with 39 percent of the wagon or motor hucksters,

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<sup>1/</sup> See footnote 4, page 5.

18 percent of the pushcart operators, and 17 percent of the independent grocery stores. On the average, only 1 percent of these retail outlets reported operation at a loss during March, in comparison with 1 percent during November and 4 percent during August. The loss referred to here means that after deductions for spoilage this proportion of the stores sold fresh fruit for less than they paid for it delivered at the store. Of course, most of the stores realizing gross margins of less than 15 percent, and many with higher gross margins also realized a net loss on fresh fruit because of overhead costs.

#### Margins on Selected Fruits for Each Type of Outlet

As in the two previous surveys, large differences were found between various types of retail outlets in average gross margins on individual fruits. On eastern apples, gross percentage retail margins ranged from an average of 24 percent in chain grocery stores to 44

Table 16.- Variations in Gross Retail Margins Taken on all Fresh Fruit Handled, as Reported by 1,531 Retail Outlets, New York City, March 1940

| Range in average percentage of gross margin (all fruit) | Proportion of stores in each group |                |         |              |                    |                          | Average all outlets |
|---|------------------------------------|----------------|---------|--------------|--------------------|--------------------------|---------------------|
|   | Fruit and vegetable stores         | Grocery stores |         | Meat markets | Pushcart operators | Wagon or motor hucksters |                     |
|   |                                    | Independents   | Chains  |              |                    |                          |                     |
|   | Percent                            | Percent        | Percent | Percent      | Percent            | Percent                  | Percent             |
| Less than 15 percent.....                               | 10                                 | 7              | 14      | 2            | 14                 | 5                        | 10                  |
| 15 - 19 percent.....                                    | 14                                 | 11             | 16      | 13           | 16                 | 3                        | 13                  |
| 20 - 24 percent.....                                    | 23                                 | 17             | 30      | 13           | 23                 | 12                       | 22                  |
| 25 - 29 percent.....                                    | 22                                 | 23             | 24      | 31           | 15                 | 18                       | 22                  |
| 30 - 34 percent.....                                    | 18                                 | 23             | 8       | 25           | 10                 | 18                       | 16                  |
| 35 - 49 percent.....                                    | 12                                 | 16             | 7       | 15           | 16                 | 27                       | 14                  |
| 50 percent or more.....                                 | 1/                                 | 1              | -       | -            | 2                  | 12                       | 1                   |
| Loss.....   | 1                                  | 1              | 1       | 1            | 2                  | 2                        | 1                   |
| Unknown 2/.....   | -                                  | 1              | 1/      | -            | 2                  | 3                        | 1                   |
|   | Number                             | Number         | Number  | Number       | Number             | Number                   | Number              |
| Total number of outlets.....                            | 430                                | 382            | 282     | 85           | 292                | 60                       | 1,531               |

1/ Less than 1 percent.

2/ Stores which did not handle specified fruits in this survey.

percent obtained by wagon or motor hucksters. Actual gross margins in cents per pound, however, ranged from 1.1 cents per pound obtained by chain grocery stores, pushcart operators and wagon or motor hucksters to 2.1 cents per pound in independent grocery stores (table 17). Similarly, gross percentage retail margins on western apples ranged from 18 percent obtained by pushcart operators to 31 percent realized by wagon or motor hucksters. Average percentage gross margins obtained by chain grocery stores and by independent fruit and vegetable stores were identical (27 percent), as was the average gross margin in cents per pound (2 cents). Pushcart operators obtained a gross margin of only 1 cent per pound and wagon or motor hucksters, 2-1/2 cents per pound.

Average gross retail margins on Florida oranges ranged from 20 to 29 percent, and from 0.7 cent to 1.4 cents per pound. On California oranges, the range was from 20 to 31 percent gross retail margin, and from 1 to 2.2 cents per pound.

Similar variations in margins will be noted (table 17) for all other fruits handled by these retail outlets. It should again be emphasized that there appeared to be no necessary association between retail price per pound and the percentage of gross retail margin. For example, the highest average gross margin obtained on eastern apples (44 percent) was reported by wagon or motor hucksters on apples which sold at the lowest average retail price. Meat markets obtained an average gross retail margin of 27 percent on a retail price of 4-1/2 cents per pound for Florida oranges. Chain grocery stores obtained a gross margin of 20 percent on pineapples which sold for 5-1/2 cents per pound, while pushcart operators realized 28 percent on pineapples at 4.3 cents per pound.

#### Gross Margins and Quantities for Each Selected Fruit Sold

The August and November surveys indicated that low percentage retail margins were usually not associated with the largest physical volume of retail sales. With the notable exception of California oranges, none of the fruits included in the March study was sold in greatest volume per outlet where the percentage of gross margin was lowest. The following brief analysis of the sales of each fruit will illustrate this point.

##### Eastern Apples

Of the 1,310 retail outlets which handled eastern apples only 49 stores (about 4 percent) obtained 1 to 14 percent gross margin, and sales in such outlets averaged 300 pounds per week. Largest weekly sales per store (588 pounds) were reported by 117 of these retailers who obtained 50 percent or more gross retail margin (table 18); 362 outlets, which operated on a 40-49 percent gross margin, sold an



average of 533 pounds per store per week. It is probably more than a coincidence that the largest quantity of apples sold per outlet was reported by the 117 outlets which had the greatest gross earnings  $\frac{8}{}$  per week on apples, and that the 362 outlets reporting second largest sales per store also ranked second in weekly gross earnings on apples. The 479 outlets which reported highest gross profits per week obtained gross margins of 40 percent or more.

$\frac{8}{}$  "Gross weekly margins" (as shown in table 18 and subsequent tables) is equivalent to the gross weekly earnings per store on the fruit under discussion. It should be distinctly understood that such a term does not indicate whether or not any net profit has been made because operating expenses have not been deducted.

Table 18.- Apples: Gross Retail Margins, Prices, and Average Quantities of Apples Sold Weekly Per Retail Outlet, New York City, March 1940

| Range in average percentage gross margin | Retail outlets in group |                     | Quantity sold weekly per outlet | Average price per pound <sup>1/</sup> |                          | Gross retail margins |          |
|--|-------------------------|---------------------|---------------------------------|---------------------------------------|--------------------------|----------------------|----------|
|  | Number                  | Percentage of total |                                 | Realized selling price <sup>2/</sup>  | Cost price <sup>3/</sup> | Per pound            | Per week |
|  |                         |                     |                                 |                                       |                          |                      |          |
|  |                         | Percent             | Pounds                          | Cents                                 | Cents                    | Cents                | Dollars  |
| <u>Apples (eastern):</u>                 |                         |                     |                                 |                                       |                          |                      |          |
| None.....                                | 19                      | 1                   | 207                             | 3.1                                   | 3.4                      | -.23                 | -.48     |
| 1 - 14 percent.....                      | 49                      | 4                   | 500                             | 3.6                                   | 3.3                      | .35                  | 1.05     |
| 15 - 19 percent.....                     | 69                      | 5                   | 432                             | 3.7                                   | 3.1                      | .61                  | 2.82     |
| 20 - 24 percent.....                     | 106                     | 8                   | 383                             | 3.9                                   | 3.0                      | .86                  | 3.29     |
| 25 - 29 percent.....                     | 176                     | 13                  | 321                             | 4.2                                   | 3.1                      | 1.16                 | 3.72     |
| 30 - 34 percent.....                     | 206                     | 16                  | 470                             | 3.9                                   | 2.6                      | 1.26                 | 5.92     |
| 35 - 39 percent.....                     | 206                     | 16                  | 503                             | 3.9                                   | 2.5                      | 1.46                 | 7.34     |
| 40 - 49 percent.....                     | 362                     | 28                  | 533                             | 4.5                                   | 2.5                      | 1.97                 | 10.50    |
| 50 percent or more.....                  | 117                     | 9                   | 588                             | 5.0                                   | 2.3                      | 2.71                 | 15.93    |
| Total or average.....                    | 1,310                   | 100                 | 466                             | 4.2                                   | 2.7                      | 1.59                 | 7.41     |
| <u>Apples (western):</u>                 |                         |                     |                                 |                                       |                          |                      |          |
| None.....                                | 44                      | 4                   | 84                              | 4.7                                   | 5.1                      | -.44                 | -.37     |
| 1 - 14 percent.....                      | 130                     | 13                  | 123                             | 6.0                                   | 5.4                      | .58                  | .71      |
| 15 - 19 percent.....                     | 144                     | 14                  | 164                             | 6.3                                   | 5.2                      | 1.08                 | 1.77     |
| 20 - 24 percent.....                     | 185                     | 19                  | 156                             | 6.8                                   | 5.3                      | 1.53                 | 2.39     |
| 25 - 29 percent.....                     | 177                     | 18                  | 156                             | 7.3                                   | 5.3                      | 1.99                 | 3.10     |
| 30 - 34 percent.....                     | 147                     | 15                  | 184                             | 7.7                                   | 5.3                      | 2.47                 | 4.54     |
| 35 - 39 percent.....                     | 102                     | 10                  | 222                             | 8.4                                   | 5.3                      | 3.07                 | 6.82     |
| 40 - 49 percent.....                     | 57                      | 6                   | 162                             | 9.2                                   | 5.3                      | 3.89                 | 6.30     |
| 50 percent or more.....                  | 8                       | 1                   | 103                             | 8.9                                   | 4.1                      | 4.72                 | 4.86     |
| Total or average.....                    | 994                     | 100                 | 160                             | 7.2                                   | 5.3                      | 1.93                 | 3.09     |

$\frac{1}{}$  To nearest tenth of a cent.

$\frac{2}{}$  For explanation of realized retail selling price see page 5.

$\frac{3}{}$  Cost price = cost per package or unit of purchase delivered at store: divided by number of pounds in unit.

The quantity of eastern apples sold weekly per outlet by fruit and vegetables stores, independent grocery stores and meat markets averaged largest for outlets with gross retail margins ranging from 50 to 59 percent; pushcart operators ranging from 40 to 49 percent; wagon or motor hucksters ranging from 35 to 39 percent; and chain grocery stores ranging from 15 to 19 percent.

### Western Apples

Almost two-thirds of the retail fruit outlets handled western apples during March. In 130 of these outlets, the average gross retail margin was 1 to 14 percent, and weekly sales per store averaged 123 pounds (table 18). On the other hand, 102 of these stores obtained an average gross retail margin of 35 to 39 percent and sold 222 pounds per store per week.

Loss sales on western apples were reported by retail outlet of each type, but in no instance were largest sales reported by such outlets. The 102 stores which reported largest gross weekly earnings on western apples were likewise the stores which handled greatest quantities of apples per week. These stores obtained from 35 to 39 percent gross margin. All types of outlets, except the pushcart operators, averaged the largest sales with a gross margin of 35 to 39 percent.

### California Oranges

The experiences of 1,167 retail outlets with California oranges illustrate the difficulty of establishing definite principles regarding the relationship of percentage retail margins obtained to weekly sales of fruits per store (table 19). Largest sales of California oranges per store per week (368 pounds) were reported by 12 outlets which realized a gross loss on these oranges, and next largest sales (304 pounds) were reported by 142 outlets which obtained gross retail margins of 1 to 14 percent. It is worth noting, however, that 65 percent of these outlets grossed from 20 to 39 percent, and that substantial volumes of California oranges were sold weekly by these outlets. There was no uniformity between types of outlets in volumes sold at the various percentage margins.

The weekly gross retail earnings per outlet ranged from an average gross loss of \$3.09 for 12 stores to \$11.95 average earnings for the 15 stores which obtained a gross margin of 50 percent or more. Only a few stores could hope to operate with the highest gross margin, but on the other hand the most satisfactory weekly earnings for the retailer came from sales at gross percentage margins of 30 to 49 percent (table 19).

Table 19.- Oranges: Gross Retail Margins, Prices, and Average Quantities of Oranges Sold Weekly Per Retail Outlet, New York City, March 1940 .

| Range in average percentage gross margin | Retail outlets in each group |                     | Quantity sold weekly per outlet | Average price per pound $\frac{1}{2}$ |                          | Gross retail margins |          |
|--|------------------------------|---------------------|---------------------------------|---------------------------------------|--------------------------|----------------------|----------|
|  | Number                       | Percentage of total |                                 | Realized selling price $\frac{2}{2}$  | Cost price $\frac{3}{3}$ | Per pound            | Per week |
|  |                              | Percent             | Pounds                          | Cents                                 | Cents                    | Cents                | Dollars  |
| <u>Oranges(California):</u>              |                              |                     |                                 |                                       |                          |                      |          |
| None                                     | 12                           | 1                   | 368                             | 4.0                                   | 4.9                      | - .84                | -3.09    |
| 1 - 14 percent                           | 142                          | 12                  | 304                             | 5.0                                   | 4.5                      | .56                  | 1.70     |
| 15 - 19 percent                          | 156                          | 14                  | 275                             | 5.4                                   | 4.4                      | .93                  | 2.56     |
| 20 - 24 percent                          | 213                          | 18                  | 225                             | 6.0                                   | 4.7                      | 1.32                 | 2.97     |
| 25 - 29 percent                          | 201                          | 17                  | 225                             | 6.4                                   | 4.6                      | 1.72                 | 3.87     |
| 30 - 34 percent                          | 195                          | 17                  | 264                             | 6.8                                   | 4.6                      | 2.18                 | 5.76     |
| 35 - 39 percent                          | 151                          | 13                  | 193                             | 7.2                                   | 4.6                      | 2.64                 | 5.23     |
| 40 - 49 percent                          | 82                           | 7                   | 185                             | 7.7                                   | 4.4                      | 3.22                 | 5.96     |
| 50 percent or more                       | 15                           | 1                   | 271                             | 8.3                                   | 3.9                      | 4.41                 | 11.95    |
| Total or average                         | 1,167                        | 100                 | 244                             | 6.2                                   | 4.6                      | 1.61                 | 3.93     |
| <u>Oranges (Florida):</u>                |                              |                     |                                 |                                       |                          |                      |          |
| None                                     | 37                           | 3                   | 538                             | 3.4                                   | 3.7                      | - .29                | -1.56    |
| 1 - 14 percent                           | 202                          | 15                  | 766                             | 3.7                                   | 3.4                      | .35                  | 2.68     |
| 15 - 19 percent                          | 197                          | 15                  | 704                             | 4.0                                   | 3.3                      | .67                  | 4.72     |
| 20 - 24 percent                          | 263                          | 20                  | 611                             | 4.2                                   | 3.3                      | .94                  | 5.74     |
| 25 - 29 percent                          | 245                          | 19                  | 500                             | 4.7                                   | 3.4                      | 1.26                 | 6.30     |
| 30 - 34 percent                          | 156                          | 12                  | 542                             | 4.9                                   | 3.4                      | 1.57                 | 8.51     |
| 35 - 39 percent                          | 111                          | 9                   | 691                             | 5.2                                   | 3.3                      | 1.88                 | 12.99    |
| 40 - 49 percent                          | 82                           | 6                   | 545                             | 5.9                                   | 3.3                      | 2.55                 | 13.90    |
| 50 percent or more                       | 15                           | 1                   | 220                             | 7.8                                   | 3.5                      | 4.30                 | 9.46     |
| Total or average                         | 1,308                        | 100                 | 616                             | 4.4                                   | 3.3                      | 1.06                 | 6.53     |

1/ To nearest tenth of a cent.

2/ For explanation of realized retail selling price see page 5.

3/ Cost price = cost per package or unit of purchase delivered at store divided by number of pounds in unit.

## Florida Oranges

Experiences of 1,308 outlets with sales of Florida oranges differed slightly from those with California oranges. More outlets reported loss sales of Florida than of California oranges, but largest weekly sales of Florida oranges per outlet were not reported by outlets with loss sales. Largest sales, however, did occur at relatively low margins. Of the 1,308 outlets, 202 sold an average of 766 pounds of Florida oranges per week on gross margins of from 1 to 14 percent which resulted in weekly gross earnings of \$2.68 per outlet. Another 197 stores averaged 704 pounds per store per week on gross retail margins of 15 to 19 percent which produced weekly gross earnings of \$4.72 per outlet. Of the 1,308 stores, however, 51 percent obtained from 20 to 34 percent gross margin (table 19). Largest gross weekly earnings per outlet were reported by 193 stores, which operated on gross retail margins of 35 to 49 percent.

Largest weekly sales per outlet were reported by chain grocery stores on margins of 1 to 14 percent; by independent grocery stores and by meat markets on 15 to 19 percent margins, by fruit and vegetable stores and pushcart operators at 35 to 39 percent; and by wagon or motor hucksters at 40 to 49 percent.

## Grapefruit

Sales of grapefruit during March did not follow the pattern of orange sales. Of the 1,176 retail outlets which handled grapefruit, largest weekly sales per store (397 pounds) were reported by 111 of the stores which obtained gross retail margins of 35 to 39 percent, and second largest sales occurred in stores realizing 40 to 49 percent. Loss sales averaging 190 pounds per store per week were reported by 60 (or 5 percent) of the stores (table 20). Only a few of these outlets were able to sell grapefruit at average prices as high as 7.3 cents per pound, but these few stores (21 in number) reported gross weekly earnings of \$13.96 per outlet. Next largest weekly earnings per outlet, however, were reported by the 201 stores which obtained from 35 to 49 percent gross margin, and which also reported largest quantities of grapefruit sold per store per week.

## Bananas

Slightly more than half of these retail outlets handled bananas during March, and an extraordinarily large number (37 percent of those handling) reported loss sales on bananas. Outlets reporting losses on bananas, did not have largest weekly sales per outlet in any type of store except chain grocery stores. For all outlets, without regard to type, largest sales per outlet occurred in a small number of stores which obtained 50 percent or more gross margin (table 20), and second largest sales in those which realized 40 to

Table 20.- Grapefruit and Bananas: Gross Retail Margins, Prices, and Average Quantities of Grapefruit and Bananas Sold Weekly Per Retail Outlet, New York City, March 1940

| Range in average percentage gross margin | Retail outlets in each group |                  | Quantity sold weekly per outlet | Average price per pound <sup>1/</sup> |                          | Gross retail margins |          |
|--|------------------------------|------------------|---------------------------------|---------------------------------------|--------------------------|----------------------|----------|
|  | Number                       | Percent of total |                                 | Realized selling price <sup>2/</sup>  | Cost price <sup>3/</sup> | Per pound            | Per week |
|  |                              |                  | Pounds                          | Cents                                 | Cents                    | Cents                | Dollars  |
| <u>Grapefruit:</u>                       |                              |                  |                                 |                                       |                          |                      |          |
| None.....                                | 60                           | 5                | 190                             | 3.6                                   | 3.9                      | -.26                 | -.49     |
| 1 - 14 percent.....                      | 180                          | 15               | 258                             | 3.9                                   | 3.5                      | .36                  | .93      |
| 15 - 19 percent.....                     | 166                          | 14               | 273                             | 4.2                                   | 3.5                      | .71                  | 1.94     |
| 20 - 24 percent.....                     | 214                          | 18               | 314                             | 4.4                                   | 3.4                      | .98                  | 3.08     |
| 25 - 29 percent.....                     | 204                          | 17               | 325                             | 4.4                                   | 3.2                      | 1.20                 | 3.90     |
| 30 - 34 percent.....                     | 130                          | 11               | 338                             | 5.0                                   | 3.4                      | 1.61                 | 5.44     |
| 35 - 39 percent.....                     | 111                          | 10               | 397                             | 5.1                                   | 3.2                      | 1.89                 | 7.50     |
| 40 - 49 percent.....                     | 90                           | 8                | 356                             | 5.8                                   | 3.3                      | 2.50                 | 8.90     |
| 50 percent or more.....                  | 21                           | 2                | 350                             | 7.3                                   | 3.3                      | 3.99                 | 13.96    |
| Total or average.....                    | 1,176                        | 100              | 310                             | 4.6                                   | 3.4                      | 1.25                 | 3.88     |
| <u>Bananas:</u>                          |                              |                  |                                 |                                       |                          |                      |          |
| None.....                                | 325                          | 37               | 198                             | 4.1                                   | 4.9                      | -.77                 | -1.52    |
| 1 - 14 percent.....                      | 241                          | 28               | 234                             | 4.8                                   | 4.4                      | .37                  | .87      |
| 15 - 19 percent.....                     | 115                          | 13               | 194                             | 5.3                                   | 4.4                      | .91                  | 1.77     |
| 20 - 24 percent.....                     | 83                           | 10               | 162                             | 5.5                                   | 4.3                      | 1.20                 | 1.94     |
| 25 - 29 percent.....                     | 34                           | 4                | 232                             | 4.8                                   | 3.5                      | 1.30                 | 3.02     |
| 30 - 34 percent.....                     | 30                           | 3                | 186                             | 5.6                                   | 3.8                      | 1.81                 | 3.37     |
| 35 - 39 percent.....                     | 13                           | 1                | 230                             | 6.0                                   | 3.8                      | 2.18                 | 5.01     |
| 40 - 49 percent.....                     | 25                           | 3                | 248                             | 6.7                                   | 3.7                      | 2.99                 | 7.42     |
| 50 percent or more.....                  | 8                            | 1                | 327                             | 7.3                                   | 3.4                      | 3.91                 | 12.79    |
| Total or average.....                    | 874                          | 100              | 208                             | 4.8                                   | 4.5                      | .35                  | .73      |

<sup>1/</sup> To nearest tenth of a cent.

<sup>2/</sup> For explanation of realized retail selling price see page 5.

<sup>3/</sup> Cost price = cost per package or unit of purchase delivered at store divided by number of pounds in unit.

49 percent. In addition to those reporting loss sales on bananas, 356 outlets (or 41 percent) obtained gross margins of less than 20 percent.

Despite the fact that 325 stores reported average gross losses of \$1.52 per week on the banana business, it should be noted that the 8 stores which sold the largest weekly quantity per store averaged gross earnings of \$12.79 per week; and that the 25 stores which handled the next largest quantity per week had gross weekly earnings of \$7.42.

The largest quantities of bananas per week were disposed of by pushcart operators on a 25 to 29 percent gross margin; by independent grocery stores and independent meat markets at 40 to 49 percent margin, and by fruit and vegetable stands at margins of 50 percent or more.

## Western Pears

About 41 percent of these retail outlets handled pears from the western United States. The largest quantity per store was sold by 103 outlets which obtained from 15 to 19 percent gross retail margin. The second largest average quantity was sold by 115 outlets (18 percent) which obtained from 25 to 29 percent gross margin. Largest gross weekly earnings per store were reported by the 41 outlets which realized 40 percent or more on western pears (table 21).

Table 21.-- Pears: Gross Retail Margins, Prices, and Average Quantities of Pears Sold Weekly Per Retail Outlet, New York City, March 1940

| Range in average percentage gross margins | Retail outlets in each group |                  | Quantity sold weekly per outlet | Average price per pound 1/ |               | Gross retail margins |          |
|---|------------------------------|------------------|---------------------------------|----------------------------|---------------|----------------------|----------|
|   | Number                       | Percent of total |                                 | Realized selling price 2/  | Cost price 3/ | Per pound            | Per week |
|   |                              |                  | Pounds                          | Cents                      | Cents         | Cents                | Dollars  |
| <b>Pears(Western U.S.)</b>                |                              |                  |                                 |                            |               |                      |          |
| None                                      | 26                           | 4                | 53                              | 5.7                        | 6.6           | -.91                 | -.48     |
| 1 - 14 percent                            | 88                           | 14               | 90                              | 6.4                        | 5.8           | .63                  | .57      |
| 15 - 19 percent                           | 103                          | 17               | 148                             | 7.0                        | 5.8           | 1.19                 | 1.76     |
| 20 - 24 percent                           | 135                          | 21               | 92                              | 7.5                        | 5.8           | 1.66                 | 1.53     |
| 25 - 29 percent                           | 115                          | 18               | 104                             | 7.7                        | 5.6           | 2.05                 | 2.13     |
| 30 - 34 percent                           | 74                           | 12               | 93                              | 8.5                        | 5.8           | 2.69                 | 2.50     |
| 35 - 39 percent                           | 44                           | 7                | 89                              | 9.1                        | 5.8           | 3.37                 | 3.00     |
| 40 - 49 percent                           | 33                           | 5                | 98                              | 9.5                        | 5.4           | 4.10                 | 4.02     |
| 50 percent or more                        | 8                            | 2                | 66                              | 12.3                       | 5.6           | 6.66                 | 4.40     |
| Total or average                          | 626                          | 100              | 101                             | 7.6                        | 5.8           | 1.82                 | 1.84     |
| <b>Pears(So.American)</b>                 |                              |                  |                                 |                            |               |                      |          |
| None                                      | 23                           | 7                | 41                              | 5.8                        | 6.5           | -.69                 | -.28     |
| 1 - 14 percent                            | 32                           | 9                | 85                              | 6.4                        | 5.8           | .66                  | .56      |
| 15 - 19 percent                           | 33                           | 10               | 110                             | 6.9                        | 5.7           | 1.15                 | 1.26     |
| 20 - 24 percent                           | 71                           | 21               | 98                              | 7.2                        | 5.6           | 1.62                 | 1.59     |
| 25 - 29 percent                           | 54                           | 16               | 100                             | 7.7                        | 5.6           | 2.08                 | 2.08     |
| 30 - 34 percent                           | 49                           | 15               | 108                             | 8.2                        | 5.6           | 2.58                 | 2.79     |
| 35 - 39 percent                           | 31                           | 9                | 105                             | 8.2                        | 5.2           | 2.99                 | 3.14     |
| 40 - 49 percent                           | 37                           | 11               | 112                             | 10.6                       | 5.9           | 4.70                 | 5.26     |
| 50 percent or more                        | 8                            | 2                | 126                             | 13.1                       | 6.2           | 6.96                 | 8.77     |
| Total or average                          | 338                          | 100              | 99                              | 8.0                        | 5.7           | 2.33                 | 2.31     |

1/ To nearest tenth of a cent.

2/ For explanation of realized retail selling price see page 5.

3/ Cost price = cost per package or unit of purchase delivered at store divided by number of pounds in unit.

### South American Pears

About 22 percent of the retail outlets surveyed handled South American pears, and during March approximately half as many South American pears as western pears were handled by these retailers. Here again largest sales did not accompany lowest percentage gross margins. Largest weekly sales per store (126 pounds) resulted from operations by a small number of stores which obtained 50 percent or more gross margin. On the other hand, sales per outlet seem to have varied but little whether 15 or 49 percent gross margin was realized (table 21). The 45 stores which sold the largest quantities of South American pears per week also had the greatest gross earnings per week.

### Tangerines

Only 21<sup>4</sup> of these retail outlets (14 percent) handled tangerines. Largest average quantities per outlet per week (163 pounds) were sold in 23 percent of the stores which obtained 20 to 24 percent gross margin; and second largest quantities (126 pounds per week) in stores realizing 15 to 19 percent (table 22). Ten percent of the outlets reported loss sales, but the quantities sold per store by the outlets were smaller than the quantities sold by any other group. Largest gross weekly earnings were found in 9 stores which realized 50 percent or more gross margin; and second largest in 25 stores which obtained 35 to 39 percent gross margin.

### Grapes

Only 30 of the stores surveyed handled grapes from the western United States during March, in comparison with 33<sup>4</sup> which handled South American grapes. Largest sales of South American grapes (82 pounds per week) were reported by 25 retailers who obtained 40 to 49 percent gross margin (table 22). Among the small number of outlets which handled grapes from the western United States, largest sales were obtained by those which realized 30 to 34 percent gross margin.

### Pineapples

About 22 percent of the retailers handled pineapples during March. Of these stores, 5<sup>4</sup> handled pineapples on margins of from 1 to 14 percent (with weekly sales of 79 pounds per store); 56 obtained 25 to 29 percent gross margin (with weekly sales of 101 pounds), and largest sales per store (124 pounds per week) were reported by 26 of the outlets on 40 to 49 percent gross margin (table 23). The greatest average weekly gross earnings per outlet (\$3.58) were likewise reported by the 26 stores which sold the largest quantities weekly.

Table 28- Tangerines and South American Grapes: Gross Retail Margins, Prices, and Average Quantities of Tangerines and South American Grapes Sold Weekly Per Retail Outlet, New York City, March 1940

| Range in average percentage gross margin | Retail outlets in each group |                  | Quantity sold weekly per outlet | Average price per pound   |               |           | Gross retail margins |         |
|--|------------------------------|------------------|---------------------------------|---------------------------|---------------|-----------|----------------------|---------|
|  | Number                       | Percent of total |                                 | Realized selling price 2/ | Cost price 3/ | Per pound | Per week             | Dollars |
|  |                              |                  | Pounds                          | Cents                     | Cents         | Cents     |                      |         |
| <u>Tangerines:</u>                       |                              |                  |                                 |                           |               |           |                      |         |
| None                                     | 22                           | 10               | 62                              | 5.9                       | 6.8           | -.80      | -                    | .50     |
| 1 - 14 percent                           | 33                           | 15               | 82                              | 6.6                       | 6.0           | .59       |                      | .48     |
| 15 - 19 percent                          | 21                           | 10               | 126                             | 6.3                       | 5.2           | 1.09      |                      | 1.37    |
| 20 - 24 percent                          | 23                           | 11               | 163                             | 6.9                       | 5.4           | 1.47      |                      | 2.40    |
| 25 - 29 percent                          | 30                           | 14               | 119                             | 6.7                       | 5.0           | 1.76      |                      | 2.09    |
| 30 - 34 percent                          | 32                           | 15               | 83                              | 7.1                       | 4.8           | 2.28      |                      | 1.89    |
| 35 - 39 percent                          | 25                           | 12               | 100                             | 8.3                       | 5.3           | 3.04      |                      | 3.04    |
| 40 - 49 percent                          | 19                           | 9                | 72                              | 8.3                       | 4.6           | 3.76      |                      | 2.71    |
| 50 percent or more                       | 9                            | 4                | 103                             | 12.0                      | 5.3           | 6.74      |                      | 6.94    |
| Total or average                         | 214                          | 100              | 101                             | 7.2                       | 5.3           | 1.87      |                      | 1.89    |
| <u>Grapes (So. American):</u>            |                              |                  |                                 |                           |               |           |                      |         |
| None                                     | 41                           | 12               | 32                              | 11.5                      | 12.8          | -1.33     | -                    | .43     |
| 1 - 14 percent                           | 66                           | 20               | 51                              | 11.5                      | 10.5          | 1.01      |                      | .52     |
| 15 - 19 percent                          | 47                           | 14               | 35                              | 14.7                      | 12.2          | 2.50      |                      | .88     |
| 20 - 24 percent                          | 50                           | 15               | 42                              | 14.5                      | 11.4          | 3.13      |                      | 1.31    |
| 25 - 29 percent                          | 40                           | 12               | 77                              | 12.6                      | 9.2           | 3.31      |                      | 2.55    |
| 30 - 34 percent                          | 34                           | 10               | 47                              | 16.6                      | 11.4          | 5.24      |                      | 2.46    |
| 35 - 39 percent                          | 22                           | 7                | 59                              | 20.2                      | 12.6          | 7.62      |                      | 4.50    |
| 40 - 49 percent                          | 25                           | 7                | 82                              | 24.8                      | 13.7          | 11.09     |                      | 9.09    |
| 50 percent or more                       | 9                            | 3                | 68                              | 34.3                      | 16.2          | 18.05     |                      | 12.27   |
| Total or average                         | 334                          | 100              | 51                              | 15.9                      | 11.5          | 4.37      |                      | 2.23    |

1/ To nearest tenth of a cent.

2/ For explanation of realized retail selling price see page 5.

3/ Cost price = cost per package or unit of purchase delivered at store divided by number of pounds in unit.

## Strawberries

Only 217 stores handled strawberries during March. Largest gross earnings per week as well as largest quantities of strawberries sold per outlet were reported by 3 stores which realized gross margins of 35 to 39 percent on this commodity (table 23).

### Average Weekly Gross Earnings or Margins

Gross weekly earnings realized by these retailers in handling any one fruit did not average more than \$7.41 (table 24). If allow-

Table 23.-- Pineapples and Strawberries: Gross Retail Margins, Prices, and Average Quantities of Pineapples and Strawberries Sold Weekly Per Retail Outlet, New York City, March 1940

| Range in average percentage gross margin | Retail outlets in each group |                  | Quantity sold weekly per outlet | Average price per pound <sup>1/</sup> |                          | Gross retail margins |          |
|--|------------------------------|------------------|---------------------------------|---------------------------------------|--------------------------|----------------------|----------|
|  | Number                       | Percent of total |                                 | Realized selling price <sup>2/</sup>  | Cost price <sup>3/</sup> | Per pound            | Per week |
|  |                              |                  | Pounds                          | Cents                                 | Cents                    | Cents                | Dollars  |
| <u>Pineapples:</u>                       |                              |                  |                                 |                                       |                          |                      |          |
| None                                     | 24                           | 7                | 58                              | 3.3                                   | 4.0                      | -.66                 | -.38     |
| 1 - 14 percent                           | 54                           | 16               | 79                              | 4.6                                   | 4.2                      | .46                  | .36      |
| 15 - 19 percent                          | 36                           | 11               | 72                              | 4.4                                   | 3.6                      | .76                  | .55      |
| 20 - 24 percent                          | 50                           | 15               | 78                              | 5.2                                   | 4.0                      | 1.16                 | .90      |
| 25 - 29 percent                          | 56                           | 16               | 101                             | 5.1                                   | 3.8                      | 1.37                 | 1.38     |
| 30 - 34 percent                          | 46                           | 14               | 78                              | 5.2                                   | 3.5                      | 1.64                 | 1.28     |
| 35 - 39 percent                          | 33                           | 10               | 73                              | 6.4                                   | 4.1                      | 2.33                 | 1.70     |
| 40 - 49 percent                          | 26                           | 8                | 124                             | 6.6                                   | 3.7                      | 2.89                 | 3.58     |
| 50 percent or more                       | 11                           | 3                | 76                              | 7.6                                   | 3.6                      | 4.00                 | 3.04     |
| Total or average                         | 336                          | 100              | 83                              | 5.3                                   | 3.9                      | 1.42                 | 1.18     |
| <u>Strawberries:</u>                     |                              |                  |                                 |                                       |                          |                      |          |
| None                                     | 24                           | 11               | 67                              | 18.8                                  | 20.2                     | -1.46                | -.98     |
| 1 - 14 percent                           | 86                           | 40               | 37                              | 24.1                                  | 22.0                     | 2.16                 | .80      |
| 15 - 19 percent                          | 32                           | 15               | 41                              | 23.6                                  | 19.7                     | 3.92                 | 1.61     |
| 20 - 24 percent                          | 26                           | 12               | 33                              | 25.6                                  | 20.0                     | 5.59                 | 1.84     |
| 25 - 29 percent                          | 20                           | 9                | 49                              | 26.6                                  | 19.3                     | 7.33                 | 3.59     |
| 30 - 34 percent                          | 11                           | 5                | 28                              | 30.1                                  | 20.6                     | 9.54                 | 2.67     |
| 35 - 39 percent                          | 8                            | 4                | 104                             | 25.4                                  | 16.5                     | 8.95                 | 9.31     |
| 40 - 49 percent                          | 9                            | 4                | 44                              | 34.4                                  | 19.4                     | 15.03                | 6.61     |
| 50 percent or more                       | 1                            | 4/               | 6                               | 33.3                                  | 16.7                     | 16.66                | 1.00     |
| Total or average                         | 217                          | 100              | 44                              | 24.3                                  | 20.3                     | 4.01                 | 1.76     |

<sup>1/</sup> To nearest tenth of a cent.

<sup>2/</sup> For explanation of realized retail selling price see page 5.

<sup>3/</sup> Cost price = cost per package or unit of purchase delivered at store divided by number of pounds in unit.

<sup>4/</sup> Less than 1 percent.

Table 24.- Average Weekly Gross Earnings or Margins Per Outlet, Handling 12 Selected Fresh Fruits, New York City, March 1940

| Commodity           | Average earnings or margins realized by outlets having indicated percentage gross margins |                   |                    |                    |                    |                    |                    |                    |                       |                       |
|---------------------|---|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-----------------------|-----------------------|
|                     | None  | 1 - 14<br>percent | 15 - 19<br>percent | 20 - 24<br>percent | 25 - 29<br>percent | 30 - 34<br>percent | 35 - 39<br>percent | 40 - 49<br>percent | 50 or more<br>percent | Average<br>all groups |
| Apples:             |   |                   |                    |                    |                    |                    |                    |                    |                       |                       |
| Eastern             | \$-0.48   | \$1.05            | \$2.82             | \$3.29             | \$3.72             | \$5.92             | \$7.34             | \$ 10.50           | \$15.93               | \$7.41                |
| Western             | -0.37   | 0.71              | 1.77               | 2.39               | 3.10               | 4.54               | 6.82               | 6.30               | 4.86                  | 3.09                  |
| Oranges:            |   |                   |                    |                    |                    |                    |                    |                    |                       |                       |
| California          | -3.09   | 1.70              | 2.56               | 2.97               | 3.87               | 5.76               | 5.23               | 5.96               | 11.95                 | 3.93                  |
| Florida             | -1.56   | 2.68              | 4.72               | 5.74               | 6.30               | 8.51               | 12.99              | 13.90              | 9.46                  | 6.53                  |
| Grapefruit          | -0.49   | 0.93              | 1.94               | 3.08               | 3.90               | 5.44               | 7.50               | 8.90               | 13.96                 | 3.88                  |
| Bananas             | -1.52   | 0.87              | 1.77               | 1.94               | 3.02               | 3.37               | 5.01               | 7.42               | 12.79                 | 0.73                  |
| Pears:              |   |                   |                    |                    |                    |                    |                    |                    |                       |                       |
| Western(U.S.)       | -0.48   | 0.57              | 1.76               | 1.53               | 2.13               | 2.50               | 3.00               | 4.02               | 4.40                  | 1.84                  |
| So. American        | -0.28   | 0.56              | 1.26               | 1.59               | 2.08               | 2.79               | 3.14               | 5.26               | 8.77                  | 2.31                  |
| Tangerines          | -0.50   | 0.48              | 1.37               | 2.40               | 2.09               | 1.89               | 3.04               | 2.71               | 6.94                  | 1.89                  |
| Grapes(So.American) | -0.43   | 0.52              | 0.88               | 1.31               | 2.55               | 2.46               | 4.50               | 9.09               | 12.27                 | 2.23                  |
| Pineapples          | -0.38   | 0.36              | 0.55               | 0.90               | 1.38               | 1.28               | 1.70               | 3.58               | 3.04                  | 1.18                  |
| Strawberries        | -0.98   | 0.80              | 1.61               | 1.84               | 3.59               | 2.67               | 9.31               | 6.61               | 1.00                  | 1.76                  |

ances are then made for operating expenses, which must be paid from these gross earnings, the net margin probably does not loom large in the mind of the retailer.

There were, of course, large differences among retailers. With the exception of 4 out of the 12 fruits, those outlets realizing the largest percentage margins generally obtained the largest gross weekly earnings or margins. Exceptions were: Western apples, Florida oranges, pineapples and strawberries.

The ranking of these 12 fruits in order of average weekly gross earnings or margins was as follows: (1) Eastern apples \$7.41, (2) Florida oranges \$6.53, (3) California oranges \$3.93, (4) grapefruit \$3.83, (5) western apples \$3.09, (6) South American pears \$2.31, (7) South American grapes \$2.23, (8) tangerines \$1.89, (9) western United States pears \$1.84, (10) strawberries \$1.76, (11) pineapples \$1.18, and (12) bananas \$0.73.

#### Income Areas and Gross Retail Margins on Selected Fruits

It has often been assumed that all prices and margins are lowest in low-income areas and highest in high-income areas. In this study, such a perfect adjustment has not been found to exist, as will be noted from the following brief description:

##### Eastern Apples

As in August and November, the range in gross retail margins during March was approximately the same in each income area. The lowest-income area was the only one in which a margin as high as 70 percent was obtained and that only by a small number of outlets where apples were usually sold as units, for example, 1 apple for 5 cents or 3 apples for 10 cents (table 25). The proportion of retailers with loss sales was about the same in all areas, (1 or 2 percent). The proportion of retailers obtaining gross margins of 50 percent or more was 9 percent in the lowest-income neighborhoods; 7 percent in medium-low neighborhoods; 10 percent in medium-high areas and 9 percent in highest-income neighborhoods (table 25).

While the range in gross retail margins in all income areas was approximately the same, it should be noted that average realized retail prices as well as average gross retail margins per pound were highest in the highest-income areas and declined with each successively lower income group.

In the lowest-income areas, largest weekly sales (495 pounds) were attained by the stores which operated on 40 to 49 percent gross margin; in the medium-low neighborhoods by the outlets which obtained 35 to 39 percent; and in the highest-income neighborhoods by the outlets which realized 50 percent or more gross margin. It

should be noted, however, that substantial weekly sales per store were reported in all income areas at almost all gross margin levels (table 25).

It is probable that several influences combined to bring about the lack of uniformity in gross retail margins obtained by retailers in selling fruit. The opinion of the retailers as to the approximate margin, that should be obtained, may have been the most important factor. The circumstances, under which a retailer has to operate, undoubtedly influences the retailer's opinion. These circumstances include competition with other retail outlets, the reactions of consumers to various retail price levels, and the whole-sale prices at which the retailer purchased the fruits. The influences of these and other factors are probably best shown by the gross weekly margins or earnings on apples 2/ (table 25).

#### Western Apples

Gross margins of 60 percent or more were not reported on sales of significant quantities of western apples in any income group. In fact, sales on gross margins of 40 percent or more were reported by less than 10 percent of the outlets in any income group (table 25). Largest weekly sales per store were reported in highest-income areas on a gross margin of 35 to 39 percent; in medium-high income areas at 50 percent or more margin; in medium-low income areas on loss sales, and in lowest-income neighborhoods at 15 to 19 percent gross margin. Gross weekly margins per retail outlet on western apples were greatest in highest-income neighborhoods on a 40 to 49 percent gross margin; in medium-high income areas at 50 percent or more; and in the two lower income groups on margins of 35 to 39 percent.

#### California Oranges

Sales of California oranges per outlet, in the various income areas, differed greatly insofar as percentage gross margins were concerned. In the lowest-income neighborhoods, largest sales per outlet were reported by 45 percent of the stores which obtained from 1 to 19 percent gross margin. Those with loss sales (even at the lowest price per pound) did not have the largest sales (table 26). In the medium-low income areas, largest sales were obtained by a small number of outlets which reported loss sales, but second largest sales were reported by a larger number of outlets which obtained 50 percent or more gross margin. In the medium-high income neighborhoods, largest sales were not obtained by outlets with loss sales,

2/ Gross weekly earnings on apples are shown in table 25 as "gross weekly margin per outlet." It should be distinctly understood that such a term does not indicate whether or not any net profit has been made because operating expenses have not been deducted.

Table 25.- Apples: Variations in Gross Retail Margins and Quantity of Apples Sold Weekly in each Income Area, as Reported by New York City Retailers, March 1940

| Range in gross margin      | Eastern apples                         |                                  |  |                             |          | Western apples                         |                                  |  |                             |          |
|----------------------------|--|----------------------------------|--|-----------------------------|----------|--|----------------------------------|--|-----------------------------|----------|
|                            | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          |
|                            |  |                                  |  | Per pound                   | Per week |  |                                  |  | Per pound                   | Per week |
|                            | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  |
| Low Income area 1/         |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 2                                      | 85                               | 2.9  | -                           | -        | 10                                     | 68                               | 4.4  | -.64                        | -.44     |
| 1 - 14 percent             | 4                                      | 159                              | 3.4  | .31                         | .49      | 20                                     | 145                              | 5.5  | .52                         | .75      |
| 15 - 19 percent            | 6                                      | 373                              | 3.1  | .54                         | 2.01     | 20                                     | 201                              | 5.7  | .94                         | 1.89     |
| 20 - 24 percent            | 10                                     | 340                              | 3.6  | .81                         | 2.75     | 17                                     | 112                              | 6.4  | 1.44                        | 1.61     |
| 25 - 29 percent            | 16                                     | 371                              | 3.7  | 1.03                        | 3.82     | 16                                     | 140                              | 6.5  | 1.73                        | 2.42     |
| 30 - 34 percent            | 21                                     | 454                              | 3.5  | 1.14                        | 5.18     | 9                                      | 110                              | 5.8  | 1.83                        | 2.01     |
| 35 - 39 percent            | 17                                     | 426                              | 3.4  | 1.26                        | 5.37     | 4                                      | 130                              | 7.8  | 2.80                        | 3.64     |
| 40 - 49 percent            | 15                                     | 495                              | 3.4  | 1.51                        | 7.47     | 3                                      | 46                               | 9.6  | 4.44                        | 2.04     |
| 50 percent or more         | 9                                      | 423                              | 3.9  | 2.17                        | 9.18     | 1                                      | 28                               | 8.5  | 4.91                        | 1.37     |
| Total or average           | 100                                    | 404                              | 3.5  | 1.22                        | 4.93     | 100                                    | 135                              | 5.9  | 1.14                        | 1.54     |
| Medium-low income area 1/  |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 1                                      | 403                              | 3.4  | -.07                        | -.28     | 1                                      | 223                              | 3.9  | -.06                        | -.13     |
| 1 - 14 percent             | 5                                      | 457                              | 3.4  | .30                         | 1.37     | 15                                     | 86                               | 6.4  | .67                         | .58      |
| 15 - 19 percent            | 5                                      | 148                              | 4.6  | .85                         | 1.26     | 14                                     | 166                              | 6.2  | 1.08                        | 1.79     |
| 20 - 24 percent            | 6                                      | 266                              | 4.3  | .91                         | 2.42     | 23                                     | 184                              | 6.6  | 1.45                        | 2.67     |
| 25 - 29 percent            | 13                                     | 225                              | 4.3  | 1.17                        | 2.63     | 16                                     | 119                              | 7.0  | 1.93                        | 2.30     |
| 30 - 34 percent            | 17                                     | 495                              | 3.7  | 1.23                        | 6.09     | 15                                     | 129                              | 7.4  | 2.33                        | 3.01     |
| 35 - 39 percent            | 16                                     | 628                              | 3.5  | 1.31                        | 8.23     | 8                                      | 142                              | 7.9  | 2.86                        | 4.06     |
| 40 - 49 percent            | 30                                     | 551                              | 3.8  | 1.64                        | 9.04     | 7                                      | 85                               | 8.9  | 3.93                        | 3.34     |
| 50 percent or more         | 7                                      | 286                              | 4.1  | 2.29                        | 6.55     | 1                                      | 77                               | 9.4  | 5.06                        | 3.90     |
| Total or average           | 100                                    | 449                              | 3.8  | 1.37                        | 6.15     | 100                                    | 137                              | 6.9  | 1.72                        | 2.36     |
| Medium-high income area 1/ |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 2                                      | 174                              | 2.3  | -.22                        | -.38     | 4                                      | 54                               | 5.6  | -.41                        | -.22     |
| 1 - 14 percent             | 3                                      | 119                              | 3.7  | .42                         | .50      | 12                                     | 103                              | 6.3  | .62                         | .64      |
| 15 - 19 percent            | 5                                      | 846                              | 3.7  | .57                         | 4.82     | 14                                     | 139                              | 6.8  | 1.19                        | 1.65     |
| 20 - 24 percent            | 7                                      | 355                              | 3.6  | .79                         | 2.80     | 24                                     | 155                              | 7.2  | 1.61                        | 2.50     |
| 25 - 29 percent            | 12                                     | 339                              | 4.4  | 1.19                        | 4.03     | 19                                     | 155                              | 7.7  | 2.10                        | 3.26     |
| 30 - 34 percent            | 13                                     | 432                              | 3.8  | 1.21                        | 5.23     | 14                                     | 139                              | 8.0  | 2.57                        | 3.57     |
| 35 - 39 percent            | 18                                     | 547                              | 4.2  | 1.53                        | 8.37     | 7                                      | 144                              | 8.3  | 3.00                        | 4.32     |
| 40 - 49 percent            | 30                                     | 528                              | 4.6  | 2.02                        | 10.67    | 5                                      | 102                              | 8.9  | 3.69                        | 3.76     |
| 50 percent or more         | 10                                     | 798                              | 4.9  | 2.59                        | 20.67    | 1                                      | 440                              | 8.2  | 4.25                        | 18.70    |
| Total or average           | 100                                    | 509                              | 4.3  | 1.67                        | 8.50     | 100                                    | 138                              | 7.4  | 1.88                        | 2.59     |
| High income area 1/        |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 2                                      | 268                              | 3.6  | -.48                        | -1.29    | 2                                      | 126                              | 5.1  | -.36                        | -.45     |
| 1 - 14 percent             | 3                                      | 467                              | 4.1  | .45                         | 2.10     | 7                                      | 160                              | 6.2  | .62                         | .99      |
| 15 - 19 percent            | 5                                      | 523                              | 4.0  | .67                         | 3.50     | 11                                     | 132                              | 7.3  | 1.31                        | 1.73     |
| 20 - 24 percent            | 9                                      | 512                              | 4.1  | .92                         | 4.71     | 13                                     | 168                              | 7.0  | 1.57                        | 2.64     |
| 25 - 29 percent            | 12                                     | 321                              | 4.8  | 1.32                        | 4.24     | 19                                     | 188                              | 7.6  | 2.06                        | 3.87     |
| 30 - 34 percent            | 12                                     | 505                              | 4.7  | 1.53                        | 7.73     | 20                                     | 258                              | 8.0  | 2.57                        | 6.63     |
| 35 - 39 percent            | 12                                     | 427                              | 5.0  | 1.87                        | 7.98     | 19                                     | 284                              | 8.5  | 3.13                        | 8.39     |
| 40 - 49 percent            | 36                                     | 542                              | 5.3  | 2.35                        | 12.74    | 8                                      | 263                              | 9.3  | 3.89                        | 10.23    |
| 50 percent or more         | 9                                      | 735                              | 6.1  | 3.21                        | 23.59    | 1                                      | 59                               | 10.2                                       | 5.57                        | 3.29     |
| Total or average           | 100                                    | 504                              | 5.1  | 1.95                        | 9.83     | 100                                    | 213                              | 7.9  | 2.44                        | 5.20     |

1/ For explanation of income areas, see footnote 2, table 5, page 11.

but by outlets realizing gross margins of 50 percent or more on California oranges. The reverse was true in the highest-income neighborhoods. One percent of the outlets in the highest-income neighborhoods averaged 542 pounds per week on loss sales. The next largest sales were by outlets which obtained 30 to 34 percent and 50 percent or more gross margin. The stores in the lowest-income areas, which realized gross margins of 40 to 49 percent, averaged the highest weekly gross earnings; in all other areas those stores which sold California oranges at gross margins of 50 percent or more obtained the highest weekly gross earnings. However, the stores realizing such high gross margins accounted for 3 percent or less of the retail outlets.

### Florida Oranges

Sales results on Florida oranges also differed greatly between income areas. In no areas were largest sales per outlet reported as a result of "loss" prices. In the lowest-income areas, largest weekly quantities per store (571 pounds) were sold by about one-sixth of the stores which obtained 15 to 19 percent gross margin; in all other income areas largest weekly sales per store were reported by about one-eighth of the outlets, which realized from 1 to 19 percent gross margin (table 26). In all income areas, however, relatively large sales per store per week were made at gross margins of 20 to 40 percent. The most profitable percentage margins for Florida oranges were as follows: Low-income areas, 35 to 39 percent, averaging \$6.18 gross weekly margin per outlet; medium-low income areas, 40 to 49 percent, averaging \$7.38 weekly, per outlet; medium-high income areas, 35 to 39 percent, averaging \$10.60 per week; and high-income areas, 50 percent or more, which averaged \$32.71 weekly per outlet.

### Grapefruit

Although 9 percent of the outlets in the lowest-income areas, 5 percent in the medium-low, 6 percent in medium-high, and 2 percent in the highest-income areas reported loss sales, none of these groups had largest average sales of grapefruit per week. Largest sales per outlet in the lowest-income neighborhoods (280 pounds per week) occurred in about one-sixth of the outlets which obtained a gross margin of 20 to 24 percent; in the medium-low income areas by about one-fifth of the stores, which also obtained 20 to 24 percent gross margin; in the medium-high income neighborhoods by 6 percent of the outlets, which realized 35 to 39 percent; and in the highest-income areas by a small number of outlets which obtained 50 percent or more gross margin (table 27). Largest gross weekly margins per outlet were reported in all but the medium-high income neighborhoods on gross margins of 50 percent or more.

Table 26.- Oranges: Variations in Gross Retail Margins and Quantity of Oranges Sold Weekly in Each Income Area, as Reported by New York City Retailers, March 1940

| Range in gross margin      | California oranges                     |                                  |  |                             |          | Florida oranges                        |                                  |  |                             |          |
|----------------------------|--|----------------------------------|--|-----------------------------|----------|--|----------------------------------|--|-----------------------------|----------|
|                            | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          |
|                            |  |                                  |  | Per pound                   | Per week |  |                                  |  | Per pound                   | Per week |
|                            | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  |
| Low income area 1/         |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 1                                      | 175                              | 4.3  | -.08                        | -.14     | 4                                      | 322                              | 3.0  | -.45                        | -1.45    |
| 1 - 14 percent             | 23                                     | 369                              | 4.8  | .54                         | 1.99     | 23                                     | 392                              | 3.5  | .34                         | 1.33     |
| 15 - 19 percent            | 22                                     | 338                              | 5.0  | .87                         | 2.94     | 17                                     | 571                              | 3.4  | .57                         | 3.25     |
| 20 - 24 percent            | 16                                     | 294                              | 5.2  | 1.13                        | 3.32     | 22                                     | 442                              | 3.4  | .76                         | 3.36     |
| 25 - 29 percent            | 14                                     | 177                              | 6.2  | 1.68                        | 2.97     | 16                                     | 224                              | 4.1  | 1.10                        | 2.46     |
| 30 - 34 percent            | 14                                     | 205                              | 6.0  | 1.90                        | 3.90     | 7                                      | 210                              | 4.1  | 1.28                        | 2.69     |
| 35 - 39 percent            | 6                                      | 146                              | 6.5  | 2.36                        | 3.45     | 5                                      | 409                              | 4.1  | 1.51                        | 6.18     |
| 40 - 49 percent            | 3                                      | 150                              | 7.2  | 3.09                        | 4.64     | 4                                      | 144                              | 5.0  | 2.08                        | 3.00     |
| 50 percent or more         | 1                                      | 58                               | 9.9  | 5.77                        | 3.35     | 2                                      | 68                               | 7.9  | 4.47                        | 3.04     |
| Total or average           | 100                                    | 275                              | 5.3  | 1.08                        | 2.97     | 100                                    | 376                              | 3.6  | .69                         | 2.59     |
| Medium-low income area 1/  |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 1                                      | 478                              | 4.0  | -.29                        | -1.39    | 2                                      | 151                              | 3.5  | -.20                        | -.30     |
| 1 - 14 percent             | 9                                      | 274                              | 5.3  | .63                         | 1.73     | 12                                     | 842                              | 3.4  | .32                         | 2.69     |
| 15 - 19 percent            | 12                                     | 287                              | 5.5  | .96                         | 2.76     | 16                                     | 522                              | 3.8  | .64                         | 3.34     |
| 20 - 24 percent            | 19                                     | 172                              | 6.2  | 1.33                        | 2.37     | 20                                     | 522                              | 3.9  | .88                         | 4.59     |
| 25 - 29 percent            | 19                                     | 230                              | 6.3  | 1.70                        | 3.91     | 18                                     | 357                              | 4.6  | 1.26                        | 4.50     |
| 30 - 34 percent            | 15                                     | 251                              | 6.4  | 2.08                        | 5.22     | 13                                     | 373                              | 4.7  | 1.50                        | 5.60     |
| 35 - 39 percent            | 13                                     | 158                              | 7.2  | 2.63                        | 4.16     | 10                                     | 309                              | 5.0  | 1.83                        | 5.65     |
| 40 - 49 percent            | 10                                     | 144                              | 7.6  | 3.20                        | 4.61     | 8                                      | 314                              | 5.3  | 2.35                        | 7.38     |
| 50 percent or more         | 2                                      | 321                              | 7.2  | 3.75                        | 12.04    | 1                                      | 115                              | 6.1  | 3.13                        | 3.60     |
| Total or average           | 100                                    | 220                              | 6.2  | 1.69                        | 3.72     | 100                                    | 462                              | 4.1  | .96                         | 4.44     |
| Medium-high income area 1/ |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 1                                      | 140                              | 4.3  | -.89                        | -1.25    | 3                                      | 720                              | 3.9  | -.20                        | -1.44    |
| 1 - 14 percent             | 10                                     | 193                              | 5.6  | .59                         | 1.14     | 13                                     | 951                              | 3.8  | .27                         | 2.57     |
| 15 - 19 percent            | 11                                     | 176                              | 5.6  | .93                         | 1.64     | 17                                     | 718                              | 4.1  | .71                         | 5.10     |
| 20 - 24 percent            | 24                                     | 173                              | 6.5  | 1.48                        | 2.56     | 17                                     | 452                              | 4.4  | 1.01                        | 4.57     |
| 25 - 29 percent            | 19                                     | 240                              | 6.5  | 1.80                        | 4.32     | 21                                     | 426                              | 4.6  | 1.22                        | 5.20     |
| 30 - 34 percent            | 15                                     | 260                              | 6.8  | 2.18                        | 5.67     | 16                                     | 584                              | 4.9  | 1.55                        | 9.05     |
| 35 - 39 percent            | 13                                     | 170                              | 7.2  | 2.65                        | 4.50     | 6                                      | 567                              | 5.1  | 1.87                        | 10.60    |
| 40 - 49 percent            | 6                                      | 186                              | 7.1  | 2.91                        | 5.41     | 6                                      | 457                              | 5.2  | 2.28                        | 10.42    |
| 50 percent or more         | 1                                      | 420                              | 11.5                                       | 6.90                        | 28.98    | 1                                      | 202                              | 5.2  | 2.84                        | 5.74     |
| Total or average           | 100                                    | 203                              | 6.5  | 1.78                        | 3.61     | 100                                    | 592                              | 4.4  | .99                         | 5.86     |
| High income area 1/        |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 1                                      | 542                              | 3.9  | -1.37                       | -7.43    | 2                                      | 990                              | 3.3  | -.28                        | -2.77    |
| 1 - 14 percent             | 5                                      | 234                              | 5.5  | .58                         | 1.36     | 13                                     | 1,164                            | 4.0  | .42                         | 4.89     |
| 15 - 19 percent            | 8                                      | 199                              | 6.3  | 1.13                        | 2.25     | 10                                     | 1,101                            | 4.3  | .74                         | 8.15     |
| 20 - 24 percent            | 16                                     | 262                              | 6.4  | 1.39                        | 3.64     | 22                                     | 927                              | 4.6  | 1.03                        | 9.55     |
| 25 - 29 percent            | 17                                     | 248                              | 6.4  | 1.72                        | 4.27     | 20                                     | 865                              | 4.8  | 1.30                        | 11.24    |
| 30 - 34 percent            | 22                                     | 308                              | 7.2  | 2.33                        | 7.18     | 12                                     | 831                              | 5.2  | 1.64                        | 13.63    |
| 35 - 39 percent            | 20                                     | 243                              | 7.3  | 2.63                        | 6.39     | 12                                     | 1,100                            | 5.4  | 1.95                        | 21.45    |
| 40 - 49 percent            | 10                                     | 226                              | 8.0  | 3.35                        | 7.57     | 8                                      | 945                              | 6.3  | 2.72                        | 25.70    |
| 50 percent or more         | 1                                      | 308                              | 8.7  | 4.41                        | 13.58    | 1                                      | 690                              | 8.5  | 4.74                        | 32.71    |
| Total or average           | 100                                    | 259                              | 6.8  | 1.99                        | 5.15     | 100                                    | 974                              | 4.8  | 1.25                        | 12.18    |

1/ For explanation of income areas, see footnote 2, table 5, page 11.

Table 27.- Grapefruit and Bananas: Variations in Gross Retail Margins and Quantity of Grapefruit and Bananas Sold Weekly in Each Income Area, as Reported by New York City Retailers, March 1940

| Range in gross margin                 | Grapefruit                             |                                  |  |                             |          | Bananas                                |                                  |  |                             |          |
|---------------------------------------|--|----------------------------------|--|-----------------------------|----------|--|----------------------------------|--|-----------------------------|----------|
|                                       | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          |
|                                       |  |                                  |  | Per pound                   | Per week |  |                                  |  | Per pound                   | Per week |
|                                       | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  |
| Low income area <sup>1/</sup>         |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                                  | 9                                      | 166                              | 2.8  | -.35                        | -.58     | 50                                     | 214                              | 3.0  | -.75                        | -1.61    |
| 1 - 14 percent                        | 24                                     | 200                              | 3.6  | .35                         | .70      | 27                                     | 152                              | 4.0  | .31                         | .47      |
| 15 - 19 percent                       | 18                                     | 203                              | 3.7  | .64                         | 1.30     | 12                                     | 128                              | 4.1  | .69                         | .88      |
| 20 - 24 percent                       | 17                                     | 280                              | 3.4  | .74                         | 2.07     | 3                                      | 55                               | 3.8  | .85                         | .47      |
| 25 - 29 percent                       | 14                                     | 196                              | 3.6  | .98                         | 1.92     | 1                                      | 40                               | 4.8  | 1.25                        | .50      |
| 30 - 34 percent                       | 6                                      | 212                              | 3.0  | .96                         | 2.04     | 3                                      | 257                              | 3.5  | 1.10                        | 2.83     |
| 35 - 39 percent                       | 6                                      | 195                              | 4.4  | 1.59                        | 3.10     | 1                                      | 110                              | 6.3  | 2.18                        | 2.40     |
| 40 - 49 percent                       | 3                                      | 137                              | 4.1  | 1.77                        | 2.42     | 3                                      | 102                              | 5.1  | 2.30                        | 2.35     |
| 50 percent or more                    | 3                                      | 183                              | 7.0  | 4.55                        | 8.33     | -                                      | -                                | -  | -                           | -        |
| Total or average                      | 100                                    | 209                              | 3.6  | .75                         | 1.57     | 100                                    | 178                              | 3.4  | -.22                        | -.39     |
| Medium-low income area <sup>1/</sup>  |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                                  | 5                                      | 93                               | 3.5  | -.34                        | -.32     | 35                                     | 148                              | 4.1  | -.62                        | -.92     |
| 1 - 14 percent                        | 12                                     | 229                              | 3.4  | .37                         | .85      | 27                                     | 221                              | 4.3  | .35                         | .77      |
| 15 - 19 percent                       | 11                                     | 164                              | 4.0  | .70                         | 1.15     | 12                                     | 163                              | 4.4  | .75                         | 1.22     |
| 20 - 24 percent                       | 22                                     | 255                              | 3.8  | .83                         | 2.12     | 11                                     | 93                               | 5.5  | 1.21                        | 1.13     |
| 25 - 29 percent                       | 16                                     | 159                              | 4.2  | 1.10                        | 1.75     | 6                                      | 284                              | 4.5  | 1.25                        | 3.55     |
| 30 - 34 percent                       | 11                                     | 208                              | 4.2  | 1.33                        | 2.77     | 5                                      | 97                               | 5.2  | 1.59                        | 1.54     |
| 35 - 39 percent                       | 10                                     | 190                              | 4.5  | 1.63                        | 3.10     | 2                                      | 346                              | 6.2  | 2.27                        | 7.85     |
| 40 - 49 percent                       | 11                                     | 199                              | 4.9  | 2.09                        | 4.16     | 2                                      | 275                              | 3.3  | 1.45                        | 3.99     |
| 50 percent or more                    | 2                                      | 170                              | 6.1  | 3.22                        | 5.47     | -                                      | -                                | -  | -                           | -        |
| Total or average                      | 100                                    | 199                              | 4.0  | 1.07                        | 2.13     | 100                                    | 176                              | 4.4  | .38                         | .67      |
| Medium-high income area <sup>1/</sup> |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                                  | 6                                      | 178                              | 3.6  | -.22                        | -.39     | 50                                     | 204                              | 4.4  | -.90                        | -1.84    |
| 1 - 14 percent                        | 18                                     | 307                              | 4.0  | .33                         | 1.01     | 24                                     | 245                              | 4.7  | .37                         | .91      |
| 15 - 19 percent                       | 16                                     | 287                              | 4.4  | .75                         | 2.15     | 10                                     | 242                              | 5.4  | .96                         | 2.32     |
| 20 - 24 percent                       | 15                                     | 206                              | 4.9  | 1.09                        | 2.25     | 7                                      | 194                              | 4.0  | 1.08                        | 2.10     |
| 25 - 29 percent                       | 21                                     | 365                              | 4.3  | 1.16                        | 4.23     | 3                                      | 248                              | 5.0  | 1.31                        | 3.25     |
| 30 - 34 percent                       | 13                                     | 235                              | 4.8  | 1.53                        | 3.60     | 3                                      | 138                              | 4.9  | 1.59                        | 2.19     |
| 35 - 39 percent                       | 6                                      | 373                              | 5.1  | 1.91                        | 7.12     | 2                                      | 170                              | 5.2  | 1.84                        | 3.13     |
| 40 - 49 percent                       | 5                                      | 194                              | 4.5  | 1.94                        | 3.76     | 1                                      | 302                              | 4.9  | 1.97                        | 5.95     |
| 50 percent or more                    | 2/                                     | 160                              | 5.9  | 3.06                        | 4.90     | -                                      | -                                | -  | -                           | -        |
| Total or average                      | 100                                    | 282                              | 4.4  | 1.00                        | 2.82     | 100                                    | 216                              | 4.7  | -.03                        | -.06     |
| High income area <sup>1/</sup>        |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                                  | 2                                      | 463                              | 4.6  | -.15                        | -.69     | 24                                     | 221                              | 4.4  | -.67                        | -1.48    |
| 1 - 14 percent                        | 9                                      | 314                              | 4.4  | .45                         | 1.41     | 31                                     | 258                              | 5.2  | .39                         | 1.01     |
| 15 - 19 percent                       | 11                                     | 415                              | 4.4  | .74                         | 3.07     | 17                                     | 203                              | 5.8  | .98                         | 1.99     |
| 20 - 24 percent                       | 19                                     | 457                              | 5.0  | 1.10                        | 5.03     | 12                                     | 193                              | 5.7  | 1.27                        | 2.45     |
| 25 - 29 percent                       | 18                                     | 462                              | 4.8  | 1.30                        | 6.01     | 4                                      | 197                              | 5.1  | 1.35                        | 2.66     |
| 30 - 34 percent                       | 13                                     | 551                              | 5.5  | 1.78                        | 9.81     | 4                                      | 259                              | 6.4  | 2.10                        | 5.44     |
| 35 - 39 percent                       | 14                                     | 574                              | 5.3  | 1.96                        | 11.25    | 1                                      | 213                              | 6.7  | 2.44                        | 5.20     |
| 40 - 49 percent                       | 11                                     | 548                              | 6.2  | 2.69                        | 14.74    | 5                                      | 262                              | 8.0  | 3.60                        | 9.43     |
| 50 percent or more                    | 3                                      | 582                              | 7.5  | 3.98                        | 23.16    | 2                                      | 327                              | 7.3  | 3.92                        | 12.82    |
| Total or average                      | 100                                    | 482                              | 5.2  | 1.57                        | 7.57     | 100                                    | 231                              | 5.4  | .73                         | 1.69     |

<sup>1/</sup> For explanation of income areas, see footnote 2, table 5, page 11.

<sup>2/</sup> Less than 1 percent.

### Bananas

In the lowest-income and medium-high income areas, 50 percent of all the outlets handling bananas suffered losses on banana sales; in the medium-low income areas 35 percent, and in the high-income areas 24 percent (table 27). In no area, however, were sales largest among outlets selling at a loss. In the lowest-income areas, largest weekly sales per outlet were reported on gross margins of 30 to 34 percent; in medium-low income areas, at 35 to 39 percent; in medium-high income neighborhoods at 40 to 49 percent; and at 50 percent or more in highest-income neighborhoods. Highest weekly gross earnings per store were reported as follows: Low-income areas at margins of 30 to 34 percent; medium-low areas at margins of 35 to 39 percent; medium-high areas at margins of 40 to 49 percent; and high income areas at margins of 50 percent or more.

### Pears

Pears from the western United States and also from South America were handled by some of these retailers during March.

Largest sales per outlet handling pears from the western United States were reported on gross margins of 15 to 19 percent in the two lowest-income areas; in medium-high income neighborhoods on gross margins of 50 percent or more; and in the highest-income areas on gross margins of 25 to 29 percent (table 28).

Gross margins of 35 to 39 percent accompanied largest sales of South American pears in lowest-income areas; 30 to 34 percent in medium-low income neighborhoods; 50 percent or more in medium-high income areas; and 40 to 49 percent in highest-income neighborhoods (table 28).

### Tangerines

Sales of tangerines were erratic and in largest quantities per outlet in the two lowest-income areas. Relatively large weekly sales per store were reported in lowest-income areas on gross margins of 25 to 29 percent, which also resulted in highest weekly gross earnings per outlet; and in medium-low neighborhoods at gross margins of 20 to 24 percent, which likewise yielded highest weekly gross earnings per outlet (table 29). In medium-high income areas, largest sales were reported both on 35 to 39 percent gross margins and on gross margins of 50 percent or more; and in the highest-income areas on margins of 50 percent or more. In all these instances, highest gross earnings per outlet per week accompanied the largest volume of sales per outlet per week.

Table 28.- Pears: Variations in Gross Retail Margins and Quantity of Pears Sold Weekly in Each Income Area, as Reported by New York City Retailers, March 1940

| Range in gross margin      | Western (U.S.) pears                   |                                  |  |                             |          | South American pears                   |                                  |  |                             |          |
|----------------------------|--|----------------------------------|--|-----------------------------|----------|--|----------------------------------|--|-----------------------------|----------|
|                            | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          |
|                            |  |                                  |  | Per pound                   | Per week |  |                                  |  | Per pound                   | Per week |
|                            | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  |
| Low income area 1/         |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 5                                      | 32                               | 5.8  | -.55                        | -.18     | 9                                      | 37                               | 5.5  | -.14                        | -.05     |
| 1 - 14 percent             | 22                                     | 104                              | 6.0  | .58                         | .60      | 21                                     | 111                              | 5.7  | .53                         | .59      |
| 15 - 19 percent            | 24                                     | 104                              | 6.8  | 1.15                        | 2.23     | 14                                     | 153                              | 6.4  | 1.03                        | 1.58     |
| 20 - 24 percent            | 19                                     | 115                              | 6.9  | 1.50                        | 1.72     | 24                                     | 173                              | 6.6  | 1.48                        | 2.56     |
| 25 - 29 percent            | 19                                     | 102                              | 7.1  | 1.88                        | 1.92     | 14                                     | 185                              | 7.0  | 1.90                        | 3.52     |
| 30 - 34 percent            | 5                                      | 141                              | 7.8  | 2.43                        | 3.43     | 11                                     | 128                              | 7.6  | 2.39                        | 3.06     |
| 35 - 39 percent            | 2                                      | 115                              | 7.4  | 2.61                        | 3.00     | 6                                      | 196                              | 6.4  | 2.35                        | 4.61     |
| 40 - 49 percent            | 3                                      | 115                              | 6.1  | 2.64                        | 3.04     | 1                                      | 69                               | 7.0  | 3.04                        | 2.10     |
| 50 percent or more         | 1                                      | 69                               | 13.3                                       | 7.46                        | 5.15     | -                                      | -                                | -  | -                           | -        |
| Total or average           | 100                                    | 126                              | 6.8  | 1.39                        | 1.75     | 100                                    | 141                              | 6.5  | 1.46                        | 2.06     |
| Medium-low income area 1/  |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 4                                      | 35                               | 5.7  | -.52                        | -.18     | 6                                      | 30                               | 8.6  | -1.61                       | -.48     |
| 1 - 14 percent             | 18                                     | 82                               | 6.5  | .71                         | .58      | 6                                      | 80                               | 6.9  | .78                         | .62      |
| 15 - 19 percent            | 15                                     | 169                              | 7.0  | 1.22                        | 2.06     | 11                                     | 91                               | 6.7  | 1.10                        | 1.00     |
| 20 - 24 percent            | 24                                     | 100                              | 7.4  | 1.60                        | 1.80     | 23                                     | 75                               | 7.4  | 1.60                        | 1.20     |
| 25 - 29 percent            | 12                                     | 133                              | 7.1  | 1.89                        | 2.51     | 24                                     | 37                               | 8.0  | 2.19                        | 1.91     |
| 30 - 34 percent            | 14                                     | 92                               | 8.7  | 2.74                        | 2.52     | 13                                     | 109                              | 7.6  | 2.40                        | 2.62     |
| 35 - 39 percent            | 9                                      | 67                               | 8.7  | 3.21                        | 2.15     | 6                                      | 104                              | 7.5  | 2.61                        | 2.71     |
| 40 - 49 percent            | 4                                      | 46                               | 9.9  | 4.08                        | 1.88     | 11                                     | 108                              | 9.6  | 4.23                        | 4.57     |
| 50 percent or more         | -                                      | -                                | -  | -                           | -        | -                                      | -                                | -  | -                           | -        |
| Total or average           | 100                                    | 102                              | 7.4  | 1.66                        | 1.69     | 100                                    | 87                               | 7.8  | 2.13                        | 1.89     |
| Medium-high income area 1/ |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 5                                      | 31                               | 6.2  | -.59                        | -.18     | 12                                     | 33                               | 4.9  | -.95                        | -.31     |
| 1 - 14 percent             | 9                                      | 85                               | 6.4  | .53                         | .45      | 11                                     | 68                               | 7.5  | .90                         | .61      |
| 15 - 19 percent            | 15                                     | 92                               | 7.4  | 1.21                        | 1.11     | 7                                      | 100                              | 6.8  | 1.15                        | 1.15     |
| 20 - 24 percent            | 26                                     | 73                               | 7.7  | 1.73                        | 1.26     | 27                                     | 82                               | 7.5  | 1.72                        | 1.41     |
| 25 - 29 percent            | 20                                     | 86                               | 8.3  | 2.28                        | 1.96     | 14                                     | 71                               | 7.9  | 2.12                        | 1.51     |
| 30 - 34 percent            | 14                                     | 95                               | 8.4  | 2.67                        | 2.54     | 16                                     | 90                               | 8.4  | 2.68                        | 2.41     |
| 35 - 39 percent            | 7                                      | 79                               | 8.9  | 3.31                        | 2.61     | 7                                      | 84                               | 8.4  | 3.04                        | 2.55     |
| 40 - 49 percent            | 3                                      | 138                              | 9.3  | 4.06                        | 5.60     | 5                                      | 69                               | 9.9  | 4.35                        | 3.00     |
| 50 percent or more         | 1                                      | 230                              | 12.0                                       | 6.00                        | 13.80    | 1                                      | 230                              | 12.0                                       | 6.00                        | 13.80    |
| Total or average           | 100                                    | 84                               | 8.0  | 2.04                        | 1.71     | 100                                    | 77                               | 7.9  | 2.05                        | 1.58     |
| High income area 1/        |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 3                                      | 123                              | 5.6  | -1.21                       | -1.49    | 2                                      | 92                               | 5.9  | -.43                        | -.40     |
| 1 - 14 percent             | 8                                      | 70                               | 7.5  | .82                         | .57      | 4                                      | 46                               | 8.0  | .65                         | .30      |
| 15 - 19 percent            | 11                                     | 100                              | 7.7  | 1.29                        | 1.29     | 9                                      | 92                               | 7.6  | 1.31                        | 1.21     |
| 20 - 24 percent            | 18                                     | 83                               | 8.3  | 1.87                        | 1.55     | 15                                     | 70                               | 8.0  | 1.78                        | 1.25     |
| 25 - 29 percent            | 21                                     | 109                              | 8.0  | 2.12                        | 2.31     | 14                                     | 88                               | 8.2  | 2.17                        | 1.91     |
| 30 - 34 percent            | 15                                     | 75                               | 8.8  | 2.81                        | 2.11     | 17                                     | 112                              | 8.5  | 2.68                        | 3.00     |
| 35 - 39 percent            | 10                                     | 100                              | 9.8  | 3.64                        | 3.64     | 13                                     | 91                               | 9.2  | 3.39                        | 3.08     |
| 40 - 49 percent            | 11                                     | 97                               | 10.5                                       | 4.55                        | 4.41     | 20                                     | 121                              | 11.0                                       | 4.89                        | 5.92     |
| 50 percent or more         | 3                                      | 32                               | 11.8                                       | 6.89                        | 2.20     | 6                                      | 112                              | 13.5                                       | 7.25                        | 8.12     |
| Total or average           | 100                                    | 91                               | 8.5  | 2.32                        | 2.11     | 100                                    | 96                               | 9.3  | 3.24                        | 3.11     |

1/ For explanation of income areas, see footnote 2, table 5, page 11.

### South American Grapes

Market men might logically expect a semi-luxury and "out-of-season" product, like South American grapes, to sell only in high-income areas. The facts are, however, that largest weekly sales per store (189 pounds) were reported by a group of outlets in the medium-low income areas (on a gross margin of 25 to 29 percent); and second largest sales (180 pounds) by a small number of stores in lowest-income neighborhoods (on a gross margin of 30 to 34 percent) (Table 29). In both instances, highest gross weekly earnings per outlet also were reported. Largest sales reported in medium-high income areas were only 45 pounds per week (at a margin of 25 to 29 percent); and in highest-income areas did not exceed 94 pounds per outlet per week (on margins of 40 to 49 percent) (table 29). The higher prices per pound charged in the higher-income areas probably restricted the volume of sales to some extent.

### Pineapples

Largest weekly sales of fresh pineapples per store (359 pounds) were reported by 2 of the 72 retailers in medium-high income areas. This volume of sales coincided with largest gross weekly earnings per outlet in these areas (table 30). Second highest sales (222 pounds per store per week) were reported by about one-eighth of the outlets in the lowest-income areas. The same outlets also had the highest gross weekly earnings per outlet. In no instance in any of the various income areas, were largest sales reported when lowest gross margins were obtained or as a result of loss sales.

### Strawberries

In all income areas, the majority of retail outlets handled strawberries on relatively low percentage gross margins. In the lowest-income area 81 percent and in the medium-low income areas 84 percent of the outlets handled strawberries on gross margins of from 1 to 19 percent. Comparable figures in the other income areas were as follows: Medium-high 51 percent, and highest 46 percent. Strawberry sales lend support to the theory that retailers are less likely to obtain a large percentage margin on a high-priced produce than on a low-priced product, and that percentage margins tend to be narrowed as the price per pound increases. Even so, it should be noted that largest sales per outlet in lowest-income and medium-high income areas were reported by stores which realized from 25 to 29 percent gross margin; while in the highest-income neighborhoods, largest sales were reported on 35 to 39 percent gross margins (table 30).

Table 29.- Tangerines and South American grapes: Variations in Gross Retail Margins and Quantity of Tangerines and South American Grapes Sold Weekly in Each Income Area, as Reported by New York City Retailers, March 1940

| Range in gross margin      | Tangerines                             |                                  |  |                             |          | South American grapes                  |                                  |  |                             |          |
|----------------------------|--|----------------------------------|--|-----------------------------|----------|--|----------------------------------|--|-----------------------------|----------|
|                            | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          |
|                            |  |                                  |  | Per pound                   | Per week |  |                                  |  | Per pound                   | Per week |
|                            | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  |
| Low income area 1/         |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 15                                     | 64                               | 3.7  | -.62                        | -.40     | 23                                     | 44                               | 8.0  | -1.48                       | -.65     |
| 1 - 14 percent             | 17                                     | 80                               | 5.3  | .50                         | .40      | 32                                     | 108                              | 7.5  | .58                         | .63      |
| 15 - 19 percent            | 12                                     | 65                               | 5.2  | .88                         | .57      | 19                                     | 51                               | 10.7                                       | 1.81                        | .92      |
| 20 - 24 percent            | 3                                      | 40                               | 9.5  | 2.00                        | .80      | 10                                     | 75                               | 9.6  | 2.04                        | 1.53     |
| 25 - 29 percent            | 17                                     | 368                              | 5.9  | 1.48                        | 5.45     | 10                                     | 87                               | 7.8  | 2.00                        | 1.74     |
| 30 - 34 percent            | 9                                      | 213                              | 3.9  | 1.28                        | 2.73     | 3                                      | 180                              | 6.3  | 2.06                        | 3.71     |
| 35 - 39 percent            | 6                                      | 160                              | 5.2  | 2.00                        | 3.20     | -                                      | -                                | -  | -                           | -        |
| 40 - 49 percent            | 9                                      | 180                              | 4.8  | 2.11                        | 3.80     | 3                                      | 40                               | 9.5  | 4.50                        | 1.80     |
| 50 percent or more         | 12                                     | 31                               | 7.2  | 4.00                        | 1.24     | -                                      | -                                | -  | -                           | -        |
| Total or average           | 100                                    | 145                              | 5.3  | 1.36                        | 1.97     | 100                                    | 77                               | 8.1  | .94                         | .72      |
| Medium-low income area 1/  |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 6                                      | 60                               | 5.0  | -.17                        | -.10     | 9                                      | 26                               | 9.6  | -1.54                       | -.40     |
| 1 - 14 percent             | 14                                     | 160                              | 5.2  | .61                         | .98      | 26                                     | 63                               | 10.3                                       | .97                         | .61      |
| 15 - 19 percent            | 14                                     | 304                              | 5.3  | .94                         | 2.86     | 19                                     | 28                               | 13.9                                       | 2.32                        | .65      |
| 20 - 24 percent            | 11                                     | 470                              | 5.5  | 1.13                        | 5.31     | 16                                     | 54                               | 12.6                                       | 2.65                        | 1.43     |
| 25 - 29 percent            | 22                                     | 58                               | 6.1  | 1.65                        | .96      | 12                                     | 189                              | 9.4  | 2.44                        | 4.61     |
| 30 - 34 percent            | 17                                     | 38                               | 7.5  | 2.43                        | .92      | 14                                     | 35                               | 15.2                                       | 4.71                        | 1.65     |
| 35 - 39 percent            | 8                                      | 67                               | 7.8  | 2.85                        | 1.91     | 2                                      | 40                               | 14.2                                       | 5.50                        | 2.20     |
| 40 - 49 percent            | 8                                      | 53                               | 7.8  | 3.62                        | 1.92     | 2                                      | 20                               | 16.0                                       | 7.50                        | 1.50     |
| 50 percent or more         | -                                      | -                                | -  | -                           | -        | -                                      | -                                | -  | -                           | -        |
| Total or average           | 100                                    | 149                              | 5.7  | 1.21                        | 1.80     | 100                                    | 62                               | 11.0                                       | 2.16                        | 1.34     |
| Medium-high income area 1/ |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 9                                      | 26                               | 7.2  | -.46                        | -.12     | 20                                     | 20                               | 12.2                                       | -1.73                       | -.35     |
| 1 - 14 percent             | 16                                     | 47                               | 7.6  | .69                         | .32      | 22                                     | 30                               | 13.7                                       | 1.09                        | .33      |
| 15 - 19 percent            | 14                                     | 50                               | 8.9  | 1.58                        | .79      | 13                                     | 23                               | 14.3                                       | 2.50                        | .58      |
| 20 - 24 percent            | 18                                     | 74                               | 8.4  | 1.84                        | 1.36     | 19                                     | 26                               | 15.4                                       | 3.47                        | .90      |
| 25 - 29 percent            | 9                                      | 36                               | 9.5  | 2.50                        | .90      | 9                                      | 45                               | 15.1                                       | 3.97                        | 1.79     |
| 30 - 34 percent            | 16                                     | 77                               | 9.3  | 3.03                        | 2.33     | 8                                      | 34                               | 17.1                                       | 5.54                        | 1.88     |
| 35 - 39 percent            | 12                                     | 160                              | 7.3  | 2.63                        | 4.21     | 6                                      | 40                               | 13.7                                       | 5.10                        | 2.04     |
| 40 - 49 percent            | 2                                      | 10                               | 9.0  | 4.00                        | .40      | 3                                      | 40                               | 17.9                                       | 7.75                        | 3.10     |
| 50 percent or more         | 4                                      | 160                              | 6.2  | 4.03                        | 6.45     | -                                      | -                                | -  | -                           | -        |
| Total or average           | 100                                    | 72                               | 8.1  | 2.25                        | 1.62     | 100                                    | 29                               | 14.6                                       | 2.70                        | .78      |
| High income area 1/        |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 11                                     | 80                               | 6.8  | -1.02                       | -.82     | 7                                      | 48                               | 13.5                                       | -.94                        | -.45     |
| 1 - 14 percent             | 15                                     | 78                               | 7.9  | .58                         | .45      | 13                                     | 36                               | 16.8                                       | 1.58                        | .57      |
| 15 - 19 percent            | 5                                      | 115                              | 7.8  | 1.30                        | 1.50     | 12                                     | 41                               | 16.9                                       | 2.87                        | 1.18     |
| 20 - 24 percent            | 9                                      | 138                              | 8.2  | 1.80                        | 2.48     | 13                                     | 45                               | 16.3                                       | 3.48                        | 1.57     |
| 25 - 29 percent            | 12                                     | 65                               | 9.2  | 2.53                        | 1.64     | 14                                     | 52                               | 16.4                                       | 4.39                        | 2.28     |
| 30 - 34 percent            | 16                                     | 79                               | 7.5  | 2.35                        | 1.86     | 12                                     | 50                               | 19.0                                       | 5.96                        | 2.98     |
| 35 - 39 percent            | 15                                     | 66                               | 11.0                                       | 4.00                        | 2.64     | 10                                     | 66                               | 21.7                                       | 8.17                        | 5.39     |
| 40 - 49 percent            | 14                                     | 55                               | 11.3                                       | 5.14                        | 2.83     | 13                                     | 94                               | 25.6                                       | 11.48                       | 10.79    |
| 50 percent or more         | 3                                      | 160                              | 17.1                                       | 9.25                        | 14.80    | 6                                      | 68                               | 34.3                                       | 13.05                       | 12.27    |
| Total or average           | 100                                    | 82                               | 9.2  | 2.50                        | 2.05     | 100                                    | 55                               | 20.5                                       | 6.74                        | 3.71     |

1/ For explanation of income areas, see footnote 2, table 5, page 11.

Table 30.- Pineapples and Strawberries: Variations in Gross Retail Margins and Quantity of Pineapples and Strawberries Sold Weekly in Each Income Area, as Reported by New York City Retailers, March 1940

| Range in gross margin      | Pineapples                             |                                  |  |                             |          | Strawberries                           |                                  |  |                             |          |
|----------------------------|--|----------------------------------|--|-----------------------------|----------|--|----------------------------------|--|-----------------------------|----------|
|                            | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          | Pro-portion of out-lets in income area | Quan-tity sold weekly per outlet | Aver-age real-ized re-tail price per pound | Average gross retail margin |          |
|                            |  |                                  |  | Per pound                   | Per week |  |                                  |  | Per pound                   | Per week |
|                            | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  | Percent                                | Pounds                           | Cents                                      | Cents                       | Dollars  |
| Low income area 1/         |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 6                                      | 47                               | 2.8  | -.50                        | -.24     | 5                                      | 81                               | 16.5                                       | -.74                        | -.60     |
| 1 - 14 percent             | 11                                     | 105                              | 3.9  | .32                         | .34      | 52                                     | 32                               | 28.4                                       | 2.97                        | .95      |
| 15 - 19 percent            | 15                                     | 100                              | 4.0  | .70                         | .70      | 29                                     | 15                               | 20.3                                       | 3.37                        | .51      |
| 20 - 24 percent            | 26                                     | 127                              | 4.2  | .95                         | 1.21     | 9                                      | 44                               | 23.3                                       | 5.17                        | 2.27     |
| 25 - 29 percent            | 13                                     | 222                              | 4.4  | 1.17                        | 2.60     | 5                                      | 72                               | 26.7                                       | 6.67                        | 4.80     |
| 30 - 34 percent            | 23                                     | 85                               | 4.5  | 1.41                        | 1.20     | -                                      | -                                | -  | -                           | -        |
| 35 - 39 percent            | 2                                      | 70                               | 3.4  | 1.29                        | .90      | -                                      | -                                | -  | -                           | -        |
| 40 - 49 percent            | 2                                      | 70                               | 4.3  | 2.00                        | 1.40     | -                                      | -                                | -  | -                           | -        |
| 50 percent or more         | 2                                      | 70                               | 5.1  | 2.86                        | 2.00     | -                                      | -                                | -  | -                           | -        |
| Total or average           | 100                                    | 114                              | 4.2  | 1.00                        | 1.14     | 100                                    | 33                               | 25.1                                       | 3.25                        | 1.07     |
| Medium-low income area 1/  |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 4                                      | 44                               | 2.7  | -1.02                       | -.45     | 8                                      | 4                                | 22.2                                       | -                           | -        |
| 1 - 14 percent             | 10                                     | 49                               | 3.8  | .45                         | .22      | 67                                     | 31                               | 23.0                                       | 2.48                        | .77      |
| 15 - 19 percent            | 11                                     | 68                               | 3.6  | .61                         | .41      | 17                                     | 16                               | 21.5                                       | 3.69                        | .59      |
| 20 - 24 percent            | 15                                     | 47                               | 5.1  | 1.09                        | .51      | 4                                      | 27                               | 20.0                                       | 4.07                        | 1.10     |
| 25 - 29 percent            | 15                                     | 53                               | 5.1  | 1.35                        | .72      | 4                                      | 22                               | 25.9                                       | 6.36                        | 1.40     |
| 30 - 34 percent            | 20                                     | 100                              | 4.8  | 1.49                        | 1.49     | -                                      | -                                | -  | -                           | -        |
| 35 - 39 percent            | 11                                     | 58                               | 6.2  | 2.23                        | 1.29     | -                                      | -                                | -  | -                           | -        |
| 40 - 49 percent            | 4                                      | 26                               | 5.5  | 2.26                        | .59      | -                                      | -                                | -  | -                           | -        |
| 50 percent or more         | 10                                     | 56                               | 6.4  | 3.38                        | 1.89     | -                                      | -                                | -  | -                           | -        |
| Total or average           | 100                                    | 62                               | 4.9  | 1.43                        | .89      | 100                                    | 26                               | 22.8                                       | 2.78                        | .72      |
| Medium-high income area 1/ |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 12                                     | 31                               | 3.9  | -.42                        | -.13     | 23                                     | 20                               | 21.0                                       | -.98                        | -.20     |
| 1 - 14 percent             | 16                                     | 92                               | 4.3  | .39                         | .36      | 46                                     | 25                               | 28.9                                       | 2.53                        | .63      |
| 15 - 19 percent            | 14                                     | 63                               | 4.4  | .76                         | .48      | 5                                      | 36                               | 25.7                                       | 4.44                        | 1.80     |
| 20 - 24 percent            | 12                                     | 58                               | 5.0  | 1.12                        | .65      | 12                                     | 9                                | 25.6                                       | 5.56                        | .50      |
| 25 - 29 percent            | 21                                     | 56                               | 4.8  | 1.27                        | .71      | 5                                      | 32                               | 15.7                                       | 4.13                        | 1.32     |
| 30 - 34 percent            | 11                                     | 70                               | 5.1  | 1.59                        | 1.11     | 3                                      | 9                                | 38.9                                       | 12.22                       | 1.10     |
| 35 - 39 percent            | 11                                     | 66                               | 5.5  | 2.02                        | 1.33     | -                                      | -                                | -  | -                           | -        |
| 40 - 49 percent            | 3                                      | 359                              | 6.0  | 2.56                        | 9.19     | 3                                      | 9                                | 18.9                                       | 7.78                        | .70      |
| 50 percent or more         | -                                      | -                                | -  | -                           | -        | 3                                      | 6                                | 33.3                                       | 16.67                       | 1.00     |
| Total or average           | 100                                    | 71                               | 4.9  | 1.22                        | .87      | 100                                    | 21                               | 25.7                                       | 2.47                        | .52      |
| High income area 1/        |  |                                  |  |                             |          |  |                                  |  |                             |          |
| None                       | 6                                      | 88                               | 3.3  | -.72                        | -.63     | 9                                      | 112                              | 18.6                                       | -1.58                       | -1.77    |
| 1 - 14 percent             | 20                                     | 75                               | 5.0  | .51                         | .38      | 31                                     | 45                               | 22.4                                       | 1.82                        | .82      |
| 15 - 19 percent            | 8                                      | 66                               | 5.1  | .87                         | .57      | 15                                     | 54                               | 23.9                                       | 3.94                        | 2.13     |
| 20 - 24 percent            | 13                                     | 71                               | 6.2  | 1.41                        | 1.00     | 14                                     | 39                               | 26.1                                       | 5.70                        | 2.22     |
| 25 - 29 percent            | 16                                     | 113                              | 5.5  | 1.48                        | 1.67     | 12                                     | 51                               | 27.5                                       | 7.67                        | 3.91     |
| 30 - 34 percent            | 10                                     | 64                               | 6.2  | 1.99                        | 1.27     | 7                                      | 30                               | 29.9                                       | 9.46                        | 2.84     |
| 35 - 39 percent            | 11                                     | 82                               | 6.9  | 2.52                        | 2.07     | 6                                      | 104                              | 25.4                                       | 8.95                        | 9.31     |
| 40 - 49 percent            | 13                                     | 113                              | 6.9  | 3.03                        | 3.42     | 6                                      | 48                               | 34.8                                       | 15.19                       | 7.29     |
| 50 percent or more         | 3                                      | 98                               | 8.7  | 4.51                        | 4.42     | -                                      | -                                | -  | -                           | -        |
| Total or average           | 100                                    | 86                               | 5.9  | 1.64                        | 1.41     | 100                                    | 55                               | 24.2                                       | 4.36                        | 2.40     |

1/ For explanation of income areas, see footnote 2, table 5, page 11.

### Interpretation of Data on Gross Margins

Care should be used in interpreting gross margins on fruit because many factors are involved. There is danger in the belief, which many have, that all retail margins are too high. It is also unwise to accept margins as they are with indifference.

Preliminary conclusions reached thus far in this study indicate that:

1. These data should not be accepted as proof that fruit consumption can be increased by raising percentage margins through elevation of retail prices.
2. Housewives are probably attracted to outlets which seem to offer produce at relatively low prices and presumably operate on low margins. It seems likely, however, that few housewives have an accurate knowledge of margins. The degree to which they distinguish between small differences in fruit prices seems problematical.
3. Convenience and service appeal to housewives and are important factors in determining where housewives buy fruit.
4. The judgment of the retailer as to the relative opportunities for profit is an important factor affecting the sales of any fruit. The retailer is in business to make a living for himself. He tends to favor those commodities which give promise of a good volume of business at a gross margin per unit which brings him the best returns possible from his business for his investment and labor.
5. There seems to be little room for doubt that the retail marketing of fruit can be improved. Consideration of retail margins seems to be an important aspect of the problem of improving the retail phase of marketing.
6. Those who deal with retailers and value their goodwill probably find it necessary to help retailers handle fruit on a profitable basis. Doing this may include suggestions which--
  - (a) help them to give better service to customers;
  - (b) assist in reducing spoilage;
  - (c) improve display and care of fruit;
  - (d) assist in working out a more scientific and equitable basis for pricing; and
  - (e) help them buy more wisely.

## SPOILAGE AND FRUIT SALES

As previously stated, the extent of spoilage or waste (which a retailer normally incurs in handling a given fruit) affects the intensity of merchandising effort as well as the gross earnings or profits on that fruit. Spoilage differed for various fruits and among retail outlets. Spoilage is a more serious problem on high-priced items than on lower priced items.

### Spoilage on Selected Fruits for Each Type of Outlet

Apples.— Average spoilage on eastern apples during March (5.4 pounds per 100) was 2.1 pounds greater than that reported during November (3.3 pounds). Highest average spoilage (6.3 pounds) was reported by independent grocery stores, and lowest (3.1 pounds) by pushcart operators (table 31). The average spoilage on western apples was also higher in March than in November (4.4 pounds compared with 3.1 pounds per 100, respectively). On western apples the highest average spoilage was incurred by chain grocery stores (6 pounds per 100), and the lowest by wagon or motor hucksters.

Oranges.— In March there was little difference in the average spoilage reported on California oranges (3.1 pounds per 100) and Florida oranges (3.3 pounds per 100). However, spoilage of California oranges averaged about three-fifths of a pound less during March than during November, while spoilage of Florida oranges was three-tenths of a pound higher during March. Largest spoilage of Florida oranges (3.7 pounds per 100) was reported by chain grocery stores and independent meat markets, and smallest spoilage (1.4 pounds per 100) by pushcart operators. In the case of California oranges, chain grocery stores and independent fruit stands reported the most spoilage (3.3 pounds per 100) and pushcart operators the least (2.3 pounds per 100) (table 31).

Grapefruit.— Grapefruit spoilage in March (4.7 pounds per 100) was more than 50 percent greater than during November (3 pounds per 100); and ranged from 3 pounds by pushcarts and hucksters to 6.1 pounds in chain grocery stores.

Bananas.— Banana spoilage was also higher during March (8.1 pounds per 100 compared with 6.4 pounds in November), and ranged from 3.9 pounds by pushcart operators to 8.8 pounds in independent fruit and vegetable stores.

Pears.— Average spoilage on pears from the western United States during March was 3.8 pounds per 100, and on South American pears it was 4.6 pounds per 100. In both cases, spoilage was highest in chain grocery stores and lowest on pushcarts.

Table 31.-- Relative Loss From Spoilage Per Hundred Pounds Purchased on Selected Fruits, as Reported by Various Types of Retail Outlets, New York City, March 1940

| Fruit               | Spoilage per 100 pounds purchased by type of retail outlet |                               |                         |                                 |  |  |   | Average |
|---------------------|--|-------------------------------|-------------------------|---------------------------------|--|--|---|---------|
|                     | 430<br>fruit and<br>vegetable<br>stores<br>Pounds          | Grocery stores                |                         | 85<br>meat<br>markets<br>Pounds | 292<br>pushcart<br>operators<br>Pounds | 60<br>wagon or<br>motor<br>hucksters<br>Pounds | all<br>1,531<br>retail<br>outlets<br>Pounds |         |
|                     |  | 382<br>independents<br>Pounds | 282<br>chains<br>Pounds |                                 |  |  |   |         |
|                     |  |                               |                         |                                 |  |  |   |         |
| Apples:             |  |                               |                         |                                 |  |  |   |         |
| Eastern             | 6.2  | 6.3                           | 5.1                     | 6.0                             | 3.1                                    | 6.0  | 5.4   |         |
| Western             | 3.5  | 4.6                           | 6.0                     | 4.1                             | 4.3                                    | 3.3  | 4.4   |         |
| Oranges:            |  |                               |                         |                                 |  |  |   |         |
| Florida             | 3.5  | 3.6                           | 3.7                     | 3.7                             | 1.4                                    | 2.1  | 3.3   |         |
| California          | 3.3  | 3.2                           | 3.3                     | 3.2                             | 2.3                                    | 2.4  | 3.1   |         |
| Grapefruit          | 4.6  | 4.5                           | 6.1                     | 4.1                             | 3.0                                    | 3.0  | 4.7   |         |
| Bananas             | 8.8  | 7.4                           | 8.6                     | 8.0                             | 3.9                                    | 5.9  | 8.1   |         |
| Pears:              |  |                               |                         |                                 |  |  |   |         |
| Western (U.S.)      | 3.9  | 5.2                           | 5.9                     | 4.0                             | 2.2                                    | 4.0  | 3.8   |         |
| South American      | 4.5  | 5.6                           | 6.0                     | 5.2                             | 2.7                                    | 4.3  | 4.6   |         |
| Eastern (U.S.)      | 9.5  | -                             | -                       | -                               | -                                      | 10.0   | 9.3   |         |
| Pineapples          | 5.8  | 5.7                           | 8.2                     | 6.6                             | 2.9                                    | -  | 6.0   |         |
| Tangerines          | 9.3  | 10.2                          | 10.7                    | 9.6                             | 3.0                                    | 9.2  | 7.5   |         |
| Grapes:             |  |                               |                         |                                 |  |  |   |         |
| South American      | 11.2   | 12.6                          | 13.2                    | 12.3                            | 7.8                                    | -  | 11.1  |         |
| Western (U.S.)      | 8.8  | 14.3                          | 7.4                     | 11.9                            | -                                      | -  | 4.7   |         |
| Strawberries        | 6.2  | 4.8                           | 5.7                     | 5.0                             | -                                      | -  | 5.4   |         |
| Avocado pears       | 4.7  | 7.3                           | 8.4                     | 5.2                             | -                                      | -  | 7.5   |         |
| Honeydew melons     | 4.2  | 8.8                           | 4.6                     | 4.1                             | 1/                                     | -  | 8.2   |         |
| Plums (So.American) | 8.2  | 7.5                           | 10.2                    | 8.6                             | 10.0                                   | -  | 8.6   |         |

1/ Only two pushcart operators reported handling honeydew melons. Sample was too small to permit analysis.

Pineapples.-- Average apoilage on fresh pineapples ranged from 8.2 pounds in chain grocery stores to no spoilage reported by hucksters and averaged 6 pounds for all outlets.

Tangerines.-- There was a wide range in spoilage of tangerines. Pushcarts were lowest with 3 pounds per 100 and chain grocery stores highest with 10.7 pounds. Spoilage averaged 7.5 pounds per 100.

Grapes.-- During November, spoilage on grapes from the western United States was relatively high (8.2 pounds per 100), while in March the average was only 4.7 pounds. In the case of South American grapes, however, spoilage ranged from 13.2 pounds per 100 in chain grocery stores to 7.8 pounds by pushcart operators, and averaged 11.1 pounds per 100 for all stores (table 31).

Strawberries.-- Considering the earliness of the season, spoilage on strawberries seems to have been relatively low, averaging 5.4 pounds per 100 for all outlets, and ranging from 6.2 pounds in independent fruit and vegetable stores to no spoilage reported by pushcart operators.

Other fruits.-- Average spoilage on avocado pears was 7.5 pounds per 100; on honeydew melons 8.2 pounds, and on South American plums 8.6 pounds. As was previously shown (table 2) average spoilage for all fruits was 4.5 pounds per 100.

#### Spoilage, Prices, and Margins on Selected Fruits Related to Volume Handled

Apples.-- A slight inverse relationship existed during March between quantities of eastern and western apples handled weekly and the spoilage incurred per 100 pounds. However, the relationship is not nearly as pronounced as during November. Average realized retail prices, retail margins per pound and percentage retail margins were nearly alike in all volume groupings (table 32). It is probable that apples coming out of storage in March are much more uniform as to grade and pack than those found in stores in November and that such uniformity also holds with respect to spoilage.

Oranges.-- Spoilage of California oranges averaged 4 pounds per 100 in stores handling less than 50 pounds per week, and 2.3 pounds (or 42 percent less) in stores handling 1,000 pounds or more per week. Retail prices and margins were also considerably lower in the outlets which handled large volumes.

Similarly, spoilage in Florida oranges averaged 4.7 pounds in stores handling less than 50 pounds per week, and 3 pounds (or 36 percent less) in stores handling 2,000 pounds or more per week. The average realized retail selling price was less and the gross margin per pound was less with the larger volume than with the smaller volume. Only a small proportion of these outlets handled the large quantities per week (table 33).

Table 32.- Relation of Physical Volume of Apples Sold Per Retail Outlet, to Spoilage, Prices and Margins,  
as Reported by New York City Retailers, March 1940

| Range in quantity<br>sold weekly<br>per outlet (pounds) | Spoilage per<br>100 pounds purchased |       | Average realized<br>retail selling<br>price per pound | Gross retail margin |  | Percentage of<br>outlets<br>handling 1/<br>Percent |
|---|--------------------------------------|-------|---|---------------------|--|--|
|   | Pounds                               | Index |   | Per<br>pound        | Percentage of<br>realized<br>retail<br>price |  |
|   |                                      |       |   |                     |  |  |
| <u>Eastern apples:</u>                                  |                                      |       |   |                     |  |  |
| Less than 50  |                                      |       |   |                     |  | 13   |
| 50 - 99   | 5.7                                  | 100   | 4.6   | 1.7                 | 37   | 11   |
| 100 - 149   | 5.4                                  | 95    | 4.6   | 1.6                 | 35   | 9  |
| 150 - 199   | 5.7                                  | 100   | 4.9   | 1.7                 | 35   | 8  |
| 200 - 299   | 6.2                                  | 109   | 4.6   | 1.5                 | 33   | 14   |
| 300 - 399   | 5.7                                  | 100   | 4.6   | 1.6                 | 35   | 11   |
| 400 - 599   | 6.0                                  | 105   | 4.8   | 1.7                 | 35   | 13   |
| 600 - 999   | 5.5                                  | 96    | 4.7   | 1.8                 | 38   | 10   |
| 1000- 1999  | 5.4                                  | 95    | 4.3   | 1.6                 | 37   | 8  |
| 2000 or more  | 5.6                                  | 98    | 4.1   | 1.6                 | 39   | 3  |
|   | 4.4                                  | 77    | 3.5   | 1.3                 | 37   |  |
| <u>Western apples:</u>                                  |                                      |       |   |                     |  |  |
| Less than 50  |                                      |       |   |                     |  | 35   |
| 50 - 99   | 4.5                                  | 100   | 7.3   | 1.8                 | 25   | 22   |
| 100 - 199   | 4.0                                  | 89    | 7.3   | 1.8                 | 25   | 19   |
| 200 - 299   | 4.0                                  | 89    | 7.3   | 1.9                 | 26   | 10   |
| 300 - 399   | 4.8                                  | 107   | 7.3   | 2.0                 | 27   | 6  |
| 400 - 599   | 4.9                                  | 109   | 7.2   | 2.0                 | 28   | 5  |
| 600 or more   | 4.5                                  | 100   | 7.2   | 2.0                 | 28   | 3  |
|   | 4.1                                  | 91    | 7.1   | 2.0                 | 28   |  |

1/ 1,310 outlets reported handling eastern apples and 994 handling western apples.

Table 33.-- Relation of Physical Volume of Oranges Sold Weekly Per Retail Outlet, to Spoilage, Prices and Margins, as Reported by New York City Retailers, March 1940

| Range in quantity<br>sold weekly<br>per outlet (pounds) | Spoilage per<br>100 pounds purchased |       | Average realized<br>retail selling<br>price per pound | Gross retail margin |                                  | Percentage of<br>outlets<br>handling 1/<br>Percent |
|---|--------------------------------------|-------|---|---------------------|----------------------------------|--|
|   | Pounds                               | Index |   | Per<br>pound        | Percentage of<br>retail<br>price |  |
|   |                                      |       | Cents   | Cents               | Percent                          | Percent  |
| <u>California oranges:</u>                              |                                      |       |   |                     |                                  |  |
| Less than 50  | 4.0                                  | 100   | 6.9   | 1.9                 | 28                               | 10   |
| 50 - 99   | 3.3                                  | 82    | 6.7   | 1.9                 | 28                               | 23   |
| 100 - 199   | 3.2                                  | 80    | 6.6   | 1.8                 | 27                               | 24   |
| 200 - 299   | 3.0                                  | 75    | 6.5   | 1.8                 | 28                               | 19   |
| 300 - 499   | 3.1                                  | 78    | 6.1   | 1.6                 | 26                               | 12   |
| 500 - 999   | 3.4                                  | 85    | 6.1   | 1.6                 | 26                               | 9  |
| 1000 or more  | 2.3                                  | 58    | 5.4   | 1.2                 | 22                               | 3  |
| <u>Florida oranges:</u>                                 |                                      |       |   |                     |                                  |  |
| Less than 50  | 4.7                                  | 100   | 4.8   | 1.3                 | 27                               | 6  |
| 50 - 99   | 3.1                                  | 66    | 4.7   | 1.3                 | 28                               | 14   |
| 100 - 199   | 3.6                                  | 77    | 4.6   | 1.1                 | 24                               | 16   |
| 200 - 299   | 3.6                                  | 77    | 4.5   | 1.1                 | 24                               | 11   |
| 300 - 499   | 3.3                                  | 70    | 4.4   | 1.0                 | 23                               | 16   |
| 500 - 999   | 3.3                                  | 70    | 4.5   | 1.1                 | 24                               | 20   |
| 1000-1999   | 3.5                                  | 74    | 4.4   | 1.1                 | 25                               | 12   |
| 2000 or more  | 3.0                                  | 64    | 4.2   | .9                  | 21                               | 5  |

1/ California oranges were handled by 1,167 retail outlets; Florida oranges by 1,308 retail outlets.

Grapefruit.— The quantity of grapefruit handled weekly seemed to have little or no effect on the rate of spoilage incurred during March. In fact, spoilage was slightly higher per 100 pounds in the stores handling the largest quantities per week, and margins were slightly higher (table 34).

Tangerines.— Although only 214 outlets handled tangerines, the quantity sold weekly seems to have had an important influence on spoilage. One-fifth of the stores handled less than 40 pounds a week and reported 13 pounds spoilage per 100, in comparison with spoilage of 6.1 pounds per 100 in 22 percent of the stores which sold 120 pounds or more per week (table 34).

Bananas.— The experience of the 874 retailers handling bananas was varied but there seems to have been a tendency for spoilage to decrease as volume handled increased. When 500 pounds or more of bananas were sold weekly, spoilage was 27 percent less per 100 pounds than when less than 50 pounds per week were sold (table 35). Margins were low in all volume groups.

Pineapples.— When less than 100 pounds of fresh pineapples were sold weekly, spoilage exceeded 7 pounds per 100. One-fifth of the stores which handled 100 pounds or more per week, however, reported spoilage of pineapples 32 percent lower than stores handling less than 50 pounds per week (table 35).

Table 34.— Relation of Physical Volume of Grapefruit and Tangerines Sold Weekly Per Retail Outlet, to Spoilage, Prices and Margins, as Reported by New York City Retailers, March 1940

| Range in quantity<br>sold weekly<br>per outlet (pounds) | Spoilage per<br>100 pounds<br>purchased |       | Average<br>realized<br>retail<br>price per<br>pound | Gross retail<br>margin |   | Percentage<br>of outlets<br>handling 1/ |
|---|---|-------|---|------------------------|---|---|
|   |   |       |   | Per<br>pound           | Percentage<br>of realized<br>retail price |   |
|   | Pounds                                  | Index | Cents   | Cents                  | Percent                                   | Percent                                 |
| <u>Grapefruit:</u>                                      |   |       |   |                        |   |   |
| Less than 50.....                                       | 4.7                                     | 100   | 4.5   | 1.0                    | 22  | 14                                      |
| 50 - 99.....  | 4.6                                     | 98    | 4.5   | 1.1                    | 24  | 23                                      |
| 100 - 199.....  | 4.7                                     | 100   | 4.6   | 1.2                    | 26  | 18                                      |
| 200 - 299.....  | 4.4                                     | 94    | 4.5   | 1.1                    | 24  | 12                                      |
| 300 - 499.....  | 4.6                                     | 98    | 4.7   | 1.2                    | 26  | 17                                      |
| 500 - 999.....  | 4.8                                     | 102   | 4.9   | 1.5                    | 31  | 12                                      |
| 1000 or more.....                                       | 4.8                                     | 102   | 4.4   | 1.2                    | 27  | 4                                       |
| <u>Tangerines:</u>                                      |   |       |   |                        |   |   |
| Less than 40.....                                       | 13.0                                    | 100   | 8.4   | 2.1                    | 25  | 20                                      |
| 40 - 79.....  | 10.2                                    | 78    | 8.4   | 2.2                    | 26  | 36                                      |
| 80 - 119.....   | 9.3                                     | 72    | 8.1   | 2.1                    | 26  | 22                                      |
| 120 or more.....  | 6.1                                     | 47    | 6.6   | 1.7                    | 26  | 22                                      |

1/ Grapefruit was handled by 1,176 retail outlets; tangerines by 214 retail outlets.

Table 35.- Relation of Physical Volume of Bananas and Pineapples Sold Weekly Per Retail Outlet, to Spoilage, Prices and Margins, as Reported by New York City Retailers, March 1940

| Range in quantity sold weekly per outlet (pounds) | Spoilage per 100 pounds purchased |       | Average realized retail selling price per pound | Gross retail margin |                                     | Percentage of outlets handling <sup>1/</sup> |
|---|-----------------------------------|-------|---|---------------------|-------------------------------------|--|
|   | Pounds                            | Index |   | Per pound           | Percentage of realized retail price |  |
|   |                                   |       | Cents   | Cents               | Percent                             | Percent                                      |
| <b>Bananas:</b>                                   |                                   |       |   |                     |                                     |  |
| Less than 50 .....                                | 9.4                               | 100   | 4.9   | .3                  | 6                                   | 5  |
| 50 - 99 .....                                     | 9.0                               | 96    | 5.0   | .4                  | 8                                   | 22   |
| 100 - 149 .....                                   | 7.8                               | 83    | 5.0   | .3                  | 6                                   | 22   |
| 150 - 199 .....                                   | 8.2                               | 87    | 5.1   | .4                  | 8                                   | 15   |
| 200 - 299 .....                                   | 9.0                               | 96    | 4.9   | .3                  | 6                                   | 16   |
| 300 - 499 .....                                   | 8.8                               | 94    | 5.0   | .4                  | 8                                   | 13   |
| 500 or more .....                                 | 6.9                               | 73    | 4.4   | .3                  | 7                                   | 7  |
| <b>Pineapples:</b>                                |                                   |       |   |                     |                                     |  |
| Less than 50 .....                                | 7.1                               | 100   | 5.4   | 1.3                 | 24                                  | 35   |
| 50 - 99 .....                                     | 7.3                               | 103   | 5.4   | 1.4                 | 26                                  | 44   |
| 100 or more .....                                 | 4.8                               | 68    | 5.1   | 1.4                 | 27                                  | 21   |

<sup>1/</sup> Bananas were handled by 874 retail outlets; pineapples by 336 retail outlets.

**Pears.**- For both western United States and South American pears, the quantities sold weekly per store seems to have had considerable influence on spoilage. On pears from western United States, spoilage in stores handling 300 pounds or more per week was 51 percent less per hundred pounds than in stores which handled less than 50 pounds per week, and retail prices and gross margins were also lower.

On pears from South America, spoilage was 53 percent less per 100 pounds in stores handling 200 pounds or more per week than in stores which handled less than 50 pounds per week (table 36).

**Strawberries.**- Only a small number of outlets (217) handled strawberries, and the differences in spoilage per 100 pounds were not large (table 37).

#### DISPLAY AND SALES

Information on displays of apples and oranges obtained during August and November 1939, and during March 1940, indicate that most retailers devote some attention to their display. It does not seem likely they would do this unless they thought it helped them to sell fruit.

#### Size of Display

It was found during August and November, and again during March, that when the space devoted to display was enlarged, the quantities of apples and oranges sold also increased but not always at the same rate

(table 38 and 39). This indicates that display and volume of sale are affected by each other, but it does not show how important this effect is. The information can at least be used by dealer-service men in estimating the volume of business of retailers upon whom they call.

Table 36.-- Relation of Physical Volume of Pears Sold Weekly Per Retail Outlet, to Spoilage, Prices and Margins, as Reported by New York City Retailers, March 1940

| Range in quantity sold weekly per outlet (pounds) | Spoilage per 100 pounds purchased |       | Average realized retail selling price per pound | Gross retail margin |                | Percentage of outlets handling <sup>1/</sup> |
|---|-----------------------------------|-------|---|---------------------|----------------|--|
|   | Pounds                            | Index |   | Per pound           | Percent        |  |
| <b>Western(U.S.) pears:</b>                       |                                   |       | <b>Cents</b>                                    | <b>Cents</b>        | <b>Percent</b> | <b>Percent</b>                               |
| Less than 50                                      | 5.1                               | 100   | 7.9   | 1.9                 | 24             | 52   |
| 50 - 99   | 4.3                               | 84    | 8.0   | 2.0                 | 25             | 21   |
| 100 - 199   | 3.5                               | 69    | 7.7   | 1.9                 | 25             | 16   |
| 200 - 299   | 3.5                               | 69    | 7.7   | 2.1                 | 27             | 7  |
| 300 or more                                       | 2.5                               | 49    | 6.6   | 1.2                 | 18             | 4  |
| <b>South American pears:</b>                      |                                   |       |   |                     |                |  |
| Less than 50                                      | 6.6                               | 100   | 8.1   | 2.0                 | 25             | 50   |
| 50 - 99   | 5.9                               | 83    | 8.3   | 2.3                 | 28             | 25   |
| 100 - 199   | 3.7                               | 56    | 8.2   | 2.6                 | 32             | 15   |
| 200 or more                                       | 3.1                               | 47    | 7.6   | 2.3                 | 30             | 10   |

<sup>1/</sup> Western pears were handled by 626 retail outlets; South American pears by 337 retail outlets.

Table 37.-- Relation of Physical Volume of Strawberries and South American Grapes Sold Weekly Per Retail Outlet, to Spoilage, Prices and Margins, as Reported by New York City Retailers, March 1940

| Range in quantity sold weekly per outlet (pounds) | Spoilage per 100 pounds purchased |       | Average realized retail selling price per pound | Gross retail margin |                | Percentage of outlets handling <sup>1/</sup> |
|---|-----------------------------------|-------|---|---------------------|----------------|--|
|   | Pounds                            | Index |   | Per pound           | Percent        |  |
| <b>Strawberries:</b>                              |                                   |       | <b>Cents</b>                                    | <b>Cents</b>        | <b>Percent</b> | <b>Percent</b>                               |
| Less than 20                                      | 5.8                               | 100   | 27.3  | 4.0                 | 15             | 46   |
| 20 - 39   | 5.9                               | 102   | 24.8  | 4.3                 | 17             | 22   |
| 40 - 79   | 4.6                               | 79    | 25.5  | 4.6                 | 18             | 16   |
| 80 or more  | 5.5                               | 95    | 22.9  | 3.7                 | 16             | 16   |
| <b>South American grapes:</b>                     |                                   |       |   |                     |                |  |
| Less than 30                                      | 12.9                              | 100   | 15.1  | 2.7                 | 18             | 43   |
| 30 - 59   | 10.3                              | 80    | 16.5  | 3.9                 | 24             | 31   |
| 60 - 99   | 11.7                              | 91    | 16.2  | 4.1                 | 25             | 13   |
| 100 or more                                       | 10.6                              | 82    | 15.7  | 5.3                 | 34             | 13   |

<sup>1/</sup> Strawberries were handled by 217 retail outlets; South American grapes by 334 retail outlets.

Table 38.- Relation of Display Space Devoted to Apples to Quantity of Apples Handled by Each Type of Retail Outlets 1/, New York City, March 1940

| Display space<br>used for<br>apples (sq. ft.) | Quantity of apples handled weekly by each type of retail outlet |                                   |                             |                                     |  |  |       | Average<br>1,455<br>retail<br>outlets<br><br>Pounds |
|---|---|-----------------------------------|-----------------------------|-------------------------------------|--|--|-------|---|
|   | 426<br>fruit and<br>vegetable<br>stores<br><br>Pounds           | Grocery stores                    |                             | 85<br>meat<br>markets<br><br>Pounds | 251<br>pushcart<br>operators<br><br>Pounds | 57<br>wagon or<br>motor<br>hucksters<br><br>Pounds |       |   |
|   |   | 360<br>independents<br><br>Pounds | 276<br>chains<br><br>Pounds |                                     |  |  |       |   |
|   |   |                                   |                             |                                     |  |  |       |   |
| 3 or less                                     | 224   | 92                                | 134                         | 107                                 | 279  | 368  | 170   |   |
| 4 - 6   | 386   | 179                               | 271                         | 249                                 | 393  | 593  | 299   |   |
| 7 - 9   | 368   | 327                               | 453                         | 299                                 | 705  | 1,110  | 479   |   |
| 10 - 14                                       | 597   | 513                               | 878                         | 861                                 | 790  | 1,158  | 684   |   |
| 15 - 19                                       | 901   | 619                               | 707                         | 1,342                               | 811  | 864  | 848   |   |
| 20 - 29                                       | 937   | 1,341                             | 817                         | 1,500                               | 1,926                                      | 1,956  | 1,148 |   |
| 30 - 39                                       | 956   | 936                               | 1,309                       | 1,053                               | 1,728                                      | -  | 1,027 |   |
| 40 - 49                                       | 1,807   | 1,862                             | 1,163                       | 861                                 | -  | -  | 1,556 |   |
| 50 or more                                    | 1,267   | 1,139                             | 1,448                       | 1,026                               | -  | 960  | 1,227 |   |

Proportion of stores handling apples in such classification

|            | Percent | Percent | Percent | Percent | Percent | Percent | Percent |
|------------|---------|---------|---------|---------|---------|---------|---------|
| 3 or less  | 7       | 41      | 26      | 18      | 31      | 42      | 25      |
| 4 - 6      | 15      | 25      | 31      | 27      | 24      | 19      | 23      |
| 7 - 9      | 16      | 9       | 11      | 11      | 18      | 14      | 13      |
| 10 - 14    | 21      | 10      | 12      | 9       | 9       | 14      | 14      |
| 15 - 19    | 15      | 5       | 9       | 13      | 10      | 2       | 10      |
| 20 - 29    | 16      | 6       | 9       | 5       | 7       | 7       | 10      |
| 30 - 39    | 5       | 3       | 1       | 13      | 1       | -       | 3       |
| 40 - 49    | 2       | 2/      | 1       | 2       | -       | -       | 1       |
| 50 or more | 3       | 1       | 2/      | 2       | -       | 2       | 1       |

1/ The above data include only those stores which actually handled apples. Stores handling apples were in the following proportions to total stores of each type included in this survey: Fruit and vegetable stores, 99%; independent grocery stores, 94%; chain grocery stores, 98%; meat markets, 100%; pushcart operators, 86%; wagon or motor hucksters, 95%; and all stores 95%.

2/ Less than 1 percent.

Table 39.—Relation of Display Space Devoted to Oranges to Quantity of Oranges Handled by Each Type of Retail Outlet 1/, New York City, March 1940

| Display space used for oranges (sq. ft.)                     | Quantity of oranges handled weekly by each type of retail outlet |                  |            |                 |                        |                          |                              |
|--|--|------------------|------------|-----------------|------------------------|--------------------------|------------------------------|
|  | Grocery stores   |                  |            | 84 meat markets | 189 pushcart operators | wagon or motor hucksters | Average 1,393 retail outlets |
|  | 423 fruit and vegetable stores                                   | 376 independents | 281 chains |                 |                        |                          |                              |
|  | Pounds   | Pounds           | Pounds     | Pounds          | Pounds                 | Pounds                   | Pounds                       |
| 3 or less  | 249  | 167              | 376        | 261             | 506                    | 259                      | 245                          |
| 4 - 6  | 380  | 225              | 469        | 232             | 535                    | 452                      | 351                          |
| 7 - 9  | 578  | 327              | 565        | 367             | 594                    | 940                      | 505                          |
| 10 - 14  | 739  | 673              | 905        | 547             | 632                    | 1,153                    | 757                          |
| 15 - 19  | 846  | 592              | 1,236      | 1,360           | 702                    | 570                      | 856                          |
| 20 - 29  | 1,043  | 2,022            | 2,090      | 1,019           | 1,456                  | 1,350                    | 1,450                        |
| 30 - 39  | 917  | 1,270            | 1,589      | 870             | 2,092                  | -                        | 1,147                        |
| 40 - 49  | 1,273  | 2,545            | 3,176      | 1,444           | 3,578                  | -                        | 1,878                        |
| 50 or more   | 1,431  | 2,634            | 3,369      | 1,423           | -                      | -                        | 2,124                        |
| Proportion of stores handling oranges in each classification |  |                  |            |                 |                        |                          |                              |
|  | Percent  | Percent          | Percent    | Percent         | Percent                | Percent                  | Percent                      |
| 3 or less  | 6  | 24               | 9          | 18              | 7                      | 43                       | 14                           |
| 4 - 6  | 10   | 30               | 20         | 13              | 19                     | 25                       | 19                           |
| 7 - 9  | 13   | 16               | 14         | 11              | 10                     | 20                       | 14                           |
| 10 - 14  | 21   | 12               | 21         | 14              | 8                      | 8                        | 16                           |
| 15 - 19  | 12   | 8                | 11         | 12              | 28                     | 2                        | 12                           |
| 20 - 29  | 17   | 6                | 13         | 18              | 24                     | 2                        | 14                           |
| 30 - 39  | 9  | 3                | 4          | 5               | 2                      | -                        | 5                            |
| 40 - 49  | 6  | 2/               | 3          | 6               | 2                      | -                        | 3                            |
| 50 or more   | 6  | 1                | 5          | 3               | -                      | -                        | 3                            |

1/ The above data include only those stores which actually handled oranges. Stores handling oranges were in the following proportions to total stores of each type included in this survey: Fruit and vegetable stores, 98%; independent grocery stores, 98%; chain grocery stores, 99.6%; meat markets, 99%; pushcart operators, 65%; wagon or motor hucksters, 67%; and all stores, 91%.

2/ Less than 1 percent.

These data (tables 38 and 39) show that the outlets as a whole devoted more space to oranges than to apples. It also appears that orange sales averaged larger than apple sales when the display space was approximately the same size. This general situation did not hold true in all types of outlets, and was not true of wagon or motor hucksters. It was outstandingly true of chain grocery stores.

### Eye Appeal of Display

Each enumerator was required to rate the fruit and vegetable display of each outlet according to his ideas of "excellent," "good," or "poor." Altogether, about as many were rated "poor" as were rated "excellent" (table 40). Most of them (64 percent) were rated "good." The ratings of some types of outlets were generally much higher than others. Meat markets had the highest percentage rated "excellent" and chain grocery stores had the lowest percentage "poor." It is apparent from these ratings that eye appeal and sales volume went hand in hand. For the outlets as a whole, those outlets rated "good" had average sales that were twice the averages for the "poor" outlets. Those that were rated "excellent" had about double the volume of those rated "good."

### VARIETIES OF APPLES SOLD

The number of eastern apple varieties handled by these retailers during March totaled at least 27, and western varieties 10 (table 41). Only two of these varieties contributed more than 10 percent of the tonnage -- eastern McIntosh almost 38 percent, and western Delicious about 14 percent. Eastern Greenings were next in volume and contributed almost 8 percent. More than half of the varieties were sold in relatively small volume.

Spoilage averaged 5.4 pounds per 100 on eastern apples. Of the 10 leading eastern apple varieties, spoilage ranged from 4.1 pounds per 100 on the Northern Spy variety to 6.8 pounds on the Ben Davis. Spoilage on the McIntosh variety handled in bushels (and not in cartons) averaged 5.5 pounds per 100.

Retail prices of the many varieties differed greatly. Of those sold in considerable volume, the eastern McIntosh, Delicious, York, Northern Spy and Pippin varieties retailed at prices which exceeded the average of eastern apples. Some varieties sold at less than 2 cents a pound. The average of all eastern varieties was 4.2 cents per pound. Retail margins averaged 1.5 cents per pound, or 36 percent of the realized retail price.

The differences in the retail prices of western varieties were relatively small compared with eastern apples. The retail margins per pound on the eastern McIntosh variety, sold in bushels, and the western Delicious variety, sold in boxes, were identical.

Table 40.- Display: Relation of Enumerator's Appraisal of Display of Fruits and Vegetables in Retail Outlets, by Type of Store, to Quantity and Dollar Sales of Fruits and Vegetables, and Quantity of Selected Fruits Sold Weekly, New York City, March 1940

| Type of outlet                        | Enumerator's rating of display <u>1/</u> | Outlets in groups |                       | Average weekly sales        |                           |
|---------------------------------------|--|-------------------|-----------------------|-----------------------------|---------------------------|
|                                       |  | Total             | Percent- age of total | All fruits and vege- tables | Selected fruits <u>2/</u> |
|                                       |  | Number            | Percent               | Dollars                     | Pounds                    |
| Fruit and vegetable stores            | Excellent                                | 96                | 22                    | 354                         | 3,369                     |
|                                       | Good                                     | 261               | 61                    | 218                         | 1,872                     |
|                                       | Poor                                     | 73                | 17                    | 133                         | 1,173                     |
| <u>Grocery stores:</u><br>Independent | Excellent                                | 33                | 9                     | 327                         | 3,719                     |
|                                       | Good                                     | 253               | 66                    | 124                         | 1,098                     |
|                                       | Poor                                     | 96                | 25                    | 36                          | 348                       |
| Chain                                 | Excellent                                | 61                | 22                    | 314                         | 3,246                     |
|                                       | Good                                     | 213               | 76                    | 153                         | 1,872                     |
|                                       | Poor                                     | 7                 | 2                     | 28                          | 577                       |
| Meat markets                          | Excellent                                | 24                | 28                    | 329                         | 3,789                     |
|                                       | Good                                     | 49                | 58                    | 166                         | 1,353                     |
|                                       | Poor                                     | 12                | 14                    | 61                          | 582                       |
| Pushcart operators                    | Excellent                                | 69                | 24                    | 114                         | 2,018                     |
|                                       | Good                                     | 159               | 55                    | 71                          | 1,316                     |
|                                       | Poor                                     | 62                | 21                    | 64                          | 1,099                     |
| Wagon or motor hucksters              | Excellent                                | 2                 | 3                     | 68                          | 1,030                     |
|                                       | Good                                     | 46                | 77                    | 89                          | 1,413                     |
|                                       | Poor                                     | 12                | 20                    | 79                          | 753                       |
| All types of stores                   | Excellent                                | 285               | 19                    | 277                         | 3,075                     |
|                                       | Good                                     | 981               | 64                    | 148                         | 1,535                     |
|                                       | Poor                                     | 262               | 17                    | 73                          | 791                       |

1/ Enumerators were instructed to rate each outlet excellent, good, or poor according to personal appraisal of display. Data covers only 1,528 stores.

2/ Includes apples (eastern and western), oranges (Florida and California), grapefruit, bananas, pears (western and eastern U.S., and South American), pineapples, tangerines, grapes (western U.S., and South American), strawberries, avocado pears, honeydew melons, and plums (South American).

Table 41.- Total Quantity Sold Weekly and Average Realized Retail Selling Price, Gross Retail Margin and Spoilage incurred for each variety of apples, as Reported by New York City Retailers 1/, March 1940

| Variety                | Quantity sold weekly |                     | Average spoilage per 100 pounds purchased | Average realized retail selling price per pound | Average gross retail margin |   |
|------------------------|----------------------|---------------------|---|---|-----------------------------|---|
|                        | Total                | Percentage of total |   |   | Per pound                   | Percentage of realized retail price per pound |
|                        | Pounds               | Percent             | Pounds                                    | Cents   | Cents                       | Percent                                       |
| <b>Eastern apples:</b> |                      |                     |   |   |                             |   |
| McIntosh (bushel)      | 284,743              | 37.0                | 5.5                                       | 4.4   | 1.7                         | 39  |
| McIntosh (cartons)     | 4,122                | .5                  | 4.6                                       | 6.6   | 2.5                         | 38  |
| Total or average       | 288,871              | 37.5                | 5.5                                       | 4.4   | 1.7                         | 39  |
| Greening               | 58,725               | 7.6                 | 5.3                                       | 4.1   | 1.4                         | 34  |
| Rome Beauty            | 55,083               | 7.2                 | 4.3                                       | 3.8   | 1.2                         | 32  |
| Delicious (bushel)     | 48,826               | 6.4                 | 4.9                                       | 4.6   | 1.7                         | 37  |
| Delicious (cartons)    | 146                  | 2/                  | 8.2                                       | 5.6   | 1.4                         | 25  |
| Baldwin                | 41,456               | 5.4                 | 5.9                                       | 3.8   | 1.5                         | 39  |
| York                   | 32,245               | 4.2                 | 4.8                                       | 4.3   | 1.6                         | 37  |
| Northern Spy           | 18,638               | 2.4                 | 4.1                                       | 4.4   | 1.8                         | 41  |
| Pippin                 | 14,832               | 1.9                 | 4.6                                       | 5.2   | 1.8                         | 35  |
| Cortland               | 12,240               | 1.6                 | 6.4                                       | 3.8   | 1.6                         | 42  |
| Ben Davis              | 10,072               | 1.3                 | 6.8                                       | 1.7   | .8                          | 47  |
| Winesap (bushel)       | 7,925                | 1.0                 | 5.6                                       | 3.4   | 1.0                         | 29  |
| Winesap (cartons)      | 1,831                | .3                  | 2.4                                       | 6.0   | 1.7                         | 23  |
| Golden Delicious       | 6,480                | .8                  | 4.4                                       | 5.4   | 1.9                         | 35  |
| Staymen                | 3,136                | .4                  | 7.3                                       | 4.3   | 1.2                         | 28  |
| Winter Banana          | 1,728                | .2                  | 8.6                                       | 2.4   | .8                          | 33  |
| Jonathan               | 1,632                | .2                  | 1.8                                       | 2.8   | 1.4                         | 50  |
| Wealthy                | 1,440                | .2                  | 4.3                                       | 2.5   | 1.0                         | 40  |
| King (Tompkins King)   | 1,416                | .2                  | 5.3                                       | 2.7   | 1.1                         | 41  |
| Gano                   | 1,056                | .1                  | 9.7                                       | 1.5   | .6                          | 40  |
| New York State         | 480                  | .1                  | 10.4                                      | 1.8   | .2                          | 11  |
| Snow                   | 480                  | .1                  | 2.1                                       | 2.5   | .9                          | 36  |
| Spitzenburg            | 288                  | 2/                  | 5.6                                       | 4.1   | 1.8                         | 44  |
| Opalescent             | 240                  | 2/                  | 4.2                                       | 2.4   | .3                          | -12   |
| Tolman Sweet           | 144                  | 2/                  | 2.1                                       | 4.9   | 2.3                         | 47  |
| Macoun                 | 144                  | 2/                  | 7.6                                       | 4.0   | 1.4                         | 35  |
| Wolf River             | 48                   | 2/                  | 4.2                                       | 3.8   | 1.7                         | 45  |
| Lady                   | 48                   | 2/                  | 8.7                                       | 66.3  | 27.2                        | 41  |
| Crab                   | 24                   | 2/                  | 4.2                                       | 5.0   | 3.0                         | 60  |
| Unknown varieties      | 192                  | 2/                  | 7.3                                       | 4.4   | 1.5                         | 34  |
| Total or average       | 609,965              | 79.3                | 5.4                                       | 4.2   | 1.5                         | 35  |
| <b>Western apples:</b> |                      |                     |   |   |                             |   |
| Delicious              | 105,053              | 13.6                | 4.2                                       | 7.1   | 1.7                         | 24  |
| Rome Beauty            | 16,075               | 2.1                 | 7.2                                       | 7.2   | 2.1                         | 29  |
| Winesap                | 15,074               | 2.0                 | 3.1                                       | 7.1   | 2.3                         | 32  |
| Newtown                | 11,918               | 1.5                 | 3.5                                       | 7.5   | 2.6                         | 35  |
| Golden Delicious       | 9,449                | 1.2                 | 5.0                                       | 8.9   | 2.8                         | 31  |
| Jonathan               | 913                  | .1                  | 2.8                                       | 3.8   | 1.2                         | 32  |
| Spitzenburg            | 550                  | .1                  | 6.7                                       | 8.6   | 2.7                         | 31  |
| Staymen                | 374                  | 2/                  | 4.8                                       | 5.7   | 1.2                         | 21  |
| Lady                   | 23                   | 2/                  | -   | 29.1  | 8.2                         | 23  |
| Snow                   | 22                   | 2/                  | -   | 5.0   | .5                          | 10  |
| Unknown varieties      | 44                   | 2/                  | 2.3                                       | 7.3   | 2.3                         | 32  |
| Total or average       | 159,495              | 20.7                | 4.4                                       | 7.2   | 1.3                         | 26  |
| Total, all varieties   | 769,460              | 100.0               | 5.2                                       | 4.9   | 1.7                         | 35  |

1/ Includes 450 fruit and vegetable stores; 382 independent grocery stores; 282 chain grocery stores; 292 pushcart operators; 60 wagon or motor hucksters; and 85 meat markets, representing a cross-section of all income areas.

2/ Less than one-tenth of 1 percent.

No one variety of eastern apples was sold by more than two-thirds of the outlets, and only six varieties were sold by more than 10 percent (table 42). The six varieties most widely handled by these retail outlets were as follows: McIntosh, 66 percent; Greenings, 32 percent; York, Rome Beauty and Baldwin, each 19 percent; and Delicious 17 percent. The number of varieties offered for sale differed considerably by types of outlets. The proportion of fruit and vegetable stores and meat markets handling each of the six leading varieties was generally much higher than the other outlets. The same was true of the Cortland, Golden Delicious, and Northern Spy varieties. All fruit and vegetable stores together stocked 21 varieties; pushcart operators 17; independent grocers 16; and meat markets and hucksters each 14. Only 10 varieties of eastern apples were handled by the chain groceries. Wagon and motor hucksters were leaders in the handling of Ben Davis (27 percent), Gano (2 percent), Jonathan (2 percent), King (2 percent), and Winter Banana (3 percent).

Only three western apple varieties were handled by more than 10 percent of the outlets. Delicious variety led with 60 percent; the Rome Beauty was second with 13 percent; and the Winesap third with 11 percent (table 42). A larger proportion of the fruit and vegetable stores and meat markets stocked the Delicious and Golden Delicious varieties than any other type of outlet. Chain groceries led in proportion handling the Winesap variety. Coverage given the Newtown variety and the Rome Beauty variety was about the same in chain groceries and in meat markets.

These data on proportion of outlets stocking each variety call attention to the ways in which retailers affect demand. These data indicate that many consumers were not given convenient opportunities to purchase some of the more popular varieties as well as the varieties which were sold in smaller volume. This is a situation which seems to merit some attention. Intensive promotional work may be one of the possible remedies.

#### GRADES OF APPLES REPORTED SOLD

When possible, the grades of apples sold by each retailer were identified by markings on the fruit display or the original container. If such markings were not available, the retailer was asked to state the grades sold.

The proportion of the eastern apple tonnage classified as ungraded was 5 percent during March (table 43) compared with 11 percent during November. About 11 percent of the March tonnage was of unknown grade compared with 4 percent of the November tonnage. Most of the tonnage was described as U. S. No. 1 or better -- 71 percent during March, and 75 percent during November. About 85 percent of the tonnage sold in the medium-high and high income areas was described as U. S. No. 1 or better compared with 62 percent in the medium-low and 49 percent in the low income neighborhoods.

Table 42.- Proportion of Stores Handling Each Variety of Apples, as Reported by  
1,531 Retail Outlets, New York City, March 1940

| Variety                | Proportion of stores handling each variety, by<br>type of store |                               |               |                       |                                 |  | Total all<br>retail outlets |                                       |
|------------------------|---|-------------------------------|---------------|-----------------------|---------------------------------|--|-----------------------------|---------------------------------------|
|                        | 430   | Grocery stores                |               |                       | 292                             | 60                                     | Number<br>of<br>stores      | Percent-<br>age of<br>total<br>stores |
|                        | fruit<br>and<br>vege-<br>table<br>stores                        | 302<br>inde-<br>pend-<br>ents | 282<br>chains | 85<br>meat<br>markets | push-<br>cart<br>oper-<br>ators | wagon<br>or<br>motor<br>huck-<br>sters |                             |                                       |
|                        | Percent   | Percent                       | Percent       | Percent               | Percent                         | Percent                                |                             |                                       |
| <b>Eastern apples:</b> |   |                               |               |                       |                                 |  |                             |                                       |
| Baldwin                | 37  | 17                            | 5             | 29                    | 3                               | 25                                     | 284                         | 19                                    |
| Ben Davis              | 1/9   | 1                             | -             | -                     | 2                               | 27                                     | 26                          | 2                                     |
| Cortland               | -   | 3                             | -             | 4                     | 1/                              | 3                                      | 55                          | 4                                     |
| Crab                   | -   | -                             | -             | -                     | 1/                              | -                                      | 1                           | 1/                                    |
| Delicious (bushel)     | 28  | 14                            | 9             | 21                    | 10                              | 12                                     | 255                         | 17                                    |
| Delicious (carton)     | 1/  | -                             | 1/            | -                     | -                               | -                                      | 2                           | 1/                                    |
| Gano                   | -   | -                             | -             | -                     | 1/                              | 2                                      | 2                           | 1/                                    |
| Golden Delicious       | 7   | 3                             | -             | 5                     | 2                               | -                                      | 48                          | 3                                     |
| Greening               | 50  | 29                            | 37            | 48                    | 5                               | -                                      | 483                         | 32                                    |
| Jonathan               | 1   | 1/                            | -             | -                     | 1/                              | 2                                      | 7                           | 1/                                    |
| King (Tompkins King)   | 1   | 1/                            | -             | 1                     | -                               | 2                                      | 8                           | 1/                                    |
| Lady                   | 1/  | -                             | -             | -                     | -                               | -                                      | 1                           | 1/                                    |
| Macoun                 | 1/  | -                             | -             | -                     | -                               | -                                      | 2                           | 1/                                    |
| McIntosh (bushel)      | 88  | 63                            | 51            | 80                    | 53                              | 45                                     | 1,013                       | 66                                    |
| McIntosh (carton)      | 1/  | 2                             | 9             | 2                     | -                               | -                                      | 36                          | 2                                     |
| New York State         | -   | -                             | -             | 1                     | -                               | -                                      | 1                           | 1/                                    |
| Northern Spy           | 19  | 4                             | 1/            | 13                    | 7                               | 3                                      | 132                         | 9                                     |
| Opalescent             | 1/  | -                             | -             | -                     | -                               | -                                      | 1                           | 1/                                    |
| Pippin                 | 8   | 5                             | 18            | 12                    | -                               | 3                                      | 118                         | 8                                     |
| Rome Beauty            | 29  | 9                             | 29            | 32                    | 5                               | 10                                     | 291                         | 19                                    |
| Tolman Sweet           | -   | -                             | -             | -                     | 1/                              | -                                      | 1                           | 1/                                    |
| Snow                   | -   | -                             | -             | -                     | 1/                              | -                                      | 1                           | 1/                                    |
| Spitzenburg            | 1/  | 1/                            | -             | -                     | -                               | -                                      | 3                           | 1/                                    |
| Stayman                | -   | -                             | 9             | -                     | 1/                              | -                                      | 27                          | 2                                     |
| Wealthy                | 1   | -                             | -             | 1                     | -                               | -                                      | 5                           | 1/                                    |
| Winesap (bushel)       | 1   | 1/                            | 15            | 2                     | 1                               | 2                                      | 54                          | 4                                     |
| Winesap (carton)       | -   | -                             | 7             | -                     | -                               | -                                      | 21                          | 1                                     |
| Winter Banana          | 1/  | -                             | -             | -                     | -                               | 3                                      | 3                           | 1/                                    |
| Wolf River             | 1/  | -                             | -             | -                     | -                               | -                                      | 1                           | 1/                                    |
| York                   | 39  | 16                            | 9             | 27                    | 5                               | 2                                      | 295                         | 19                                    |
| Unknown eastern        | -   | 1/                            | -             | -                     | -                               | -                                      | 2                           | 1/                                    |
| <b>Western apples:</b> |   |                               |               |                       |                                 |  |                             |                                       |
| Delicious              | 83  | 68                            | 52            | 78                    | 33                              | 3                                      | 926                         | 60                                    |
| Golden Delicious       | 17  | 10                            | 5             | 18                    | 1/                              | -                                      | 138                         | 9                                     |
| Jonathan               | 1/  | -                             | 1/            | -                     | 1/                              | -                                      | 4                           | 1/                                    |
| Lady                   | 1/  | -                             | -             | -                     | -                               | -                                      | 1                           | 1/                                    |
| Newtown                | 8   | 7                             | 10            | 11                    | 1/                              | -                                      | 102                         | 7                                     |
| Rome Beauty            | 18  | 9                             | 21            | 22                    | 1                               | -                                      | 193                         | 13                                    |
| Snow                   | 1/  | -                             | -             | -                     | -                               | -                                      | 1                           | 1/                                    |
| Spitzenburg            | 1   | 1                             | -             | -                     | -                               | -                                      | 9                           | 1                                     |
| Stayman                | -   | -                             | 1             | -                     | -                               | -                                      | 2                           | 1/                                    |
| Winesap                | 14  | 11                            | 20            | 12                    | 2                               | -                                      | 171                         | 11                                    |
| Unknown western        | -   | 1/                            | -             | -                     | -                               | -                                      | 1                           | 1/                                    |

1/ Less than 1 percent.

Almost all (98 percent) of the tonnage of western apples was described as extra fancy or fancy during March (table 43). The extra fancy grade accounted for 44 percent of the tonnage in lowest income areas, 56 percent in medium-low areas, 77 percent in medium-high, and 76 percent in the highest income neighborhoods. The fact that high income areas took the larger proportion of extra fancy grade may not be as significant as the fact that low income areas bought almost as many extra fancy as fancy grade, and that the highest income areas absorbed a relatively large volume of the fancy grade.

#### Grades Sold of the Leading Varieties

While grade and price data are available for all varieties to some degree, space will permit the discussion of only six leading varieties.

Of all eastern McIntosh apples, 70 percent were described as U. S. No. 1 grade or better. In the lowest income areas, U. S. No. 1 or better apples made up only 47 percent of the total quantity sold, compared with 85 percent in the highest income areas (table 44). Prices realized for U. S. No. 1 McIntosh apples in lowest income areas averaged 3.8 cents per pound in comparison with 5.5 cents per pound in highest income neighborhoods (a difference of about 45 percent).

While sales of the Greening variety averaged 79 percent U. S. No. 1 grade or better for all outlets, those in the lowest income areas sold only 52 percent U. S. No. 1 grade or better in comparison with 84 percent in highest income neighborhoods (table 45), although the difference in realized retail price was only a half cent per pound.

Only 23 percent of the eastern apples of the Rome Beauty variety, sold in low income areas, was of U. S. No. 1 grade in contrast with 86 percent in high income neighborhoods. The average realized price for the U. S. No. 1 grade in low income areas was 3.5 cents per pound and in high income areas 4.6 cents per pound (table 46).

Of 48,826 pounds of eastern apples of the Delicious variety, handled weekly by these stores, 74 percent was classified as U. S. No. 1 or better grade. Average price obtained for the U. S. No. 1 grade in lowest income areas was 4.5 cents and in highest income areas 6.6 cents per pound. Sales in the medium-low income areas had a larger proportion of the U. S. No. 2 grade than in any other income areas (table 47).

Of the 41,456 pounds of Baldwin apples sold, 70 percent were classified as U. S. No. 1 grade. In lowest income areas, however, only 31 percent were U. S. No. 1 grade in comparison with 83 percent in highest income neighborhoods (table 48). Realized retail prices were as follows: Lowest income areas 2.8 cents per pound; highest income areas 4.6 cents per pound.

Table 43.--Quantities of Apples of Specified Grade Reported Sold Weekly by New York City Retailers During March 1940

| Quantities and proportions sold in various income areas 1/ |                                      |                             |                      |                  |                         |                  |                          |                  |                      |                  |
|--|--------------------------------------|-----------------------------|----------------------|------------------|-------------------------|------------------|--------------------------|------------------|----------------------|------------------|
| Grade reported sold  | Total quantity sold weekly<br>Pounds | Percent-<br>age of<br>total | Low income areas     |                  | Medium-low income areas |                  | Medium-high income areas |                  | High income areas    |                  |
|  |                                      |                             | Quantity sold weekly | Percent of total | Quantity sold weekly    | Percent of total | Quantity sold weekly     | Percent of total | Quantity sold weekly | Percent of total |
|  |                                      |                             | Pounds               | Percent          | Pounds                  | Percent          | Pounds                   | Percent          | Pounds               | Percent          |
| <u>Eastern apples:</u>                                     |                                      |                             |                      |                  |                         |                  |                          |                  |                      |                  |
| U. S. Fancy  | 11,687                               | 2                           | 4,505                | 3                | 704                     | 1                | -                        | -                | 6,478                | 4                |
| U. S. No. 1  | 423,395                              | 69                          | 66,566               | 46               | 77,403                  | 61               | 132,714                  | 86               | 146,712              | 80               |
| U. S. Commercial   | 2,560                                | 2/                          | 2,304                | 2                | -                       | -                | 256                      | 2/               | -                    | -                |
| U. S. No. 2  | 76,234                               | 13                          | 16,128               | 11               | 28,762                  | 22               | 13,512                   | 8                | 17,832               | 10               |
| Ungraded   | 32,378                               | 5                           | 4,008                | 3                | 15,142                  | 12               | 6,364                    | 4                | 6,864                | 4                |
| Grade unknown  | 63,665                               | 11                          | 51,432               | 35               | 5,511                   | 4                | 2,342                    | 2                | 4,380                | 2                |
| Totals   | 609,919 3/                           | 100                         | 144,943              | 100              | 127,522                 | 100              | 155,188                  | 100              | 182,266              | 100              |
| <u>Western apples:</u>                                     |                                      |                             |                      |                  |                         |                  |                          |                  |                      |                  |
| Extra Fancy  | 104,867                              | 66                          | 13,848               | 44               | 16,849                  | 56               | 24,116                   | 77               | 50,054               | 76               |
| Fancy  | 52,092                               | 32                          | 16,583               | 52               | 13,351                  | 44               | 7,374                    | 23               | 14,784               | 22               |
| U. S. No. 1  | 1,364                                | 1                           | 1,012                | 3                | -                       | -                | -                        | -                | 352                  | 1                |
| Grade unknown  | 1,149                                | 1                           | 286                  | 1                | 103                     | 2/               | 44                       | 2/               | 716                  | 1                |
| Totals   | 159,472 3/                           | 100                         | 31,729               | 100              | 30,303                  | 100              | 31,534                   | 100              | 65,906               | 100              |

1/ For explanation of income areas see footnote 2, table 5, page 11.

2/ Less than 1 percent.

3/46 pounds eastern apples of the Lady variety not included.

Table 44.-- McIntosh apples: Quantities of Specified Grades of Eastern Apples of the McIntosh Variety, Sold Weekly in Various Income Areas, With Retail Prices and Gross Retail Margins, as Reported by New York City Retailers, March 1940 1/

| Total quantities sold weekly and proportions of each grade sold in income areas 2/ |                                  |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |
|--|----------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|
| Grade sold   | All income areas                 |                                |                                | Low income areas                |                                |                                | Medium-low income areas         |                                |                                | Medium-high income areas        |                                |                                | High income areas               |                                |
|  | Quant-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total |
|  | Pounds                           | Percent                        | Percent                        | Pounds                          | Percent                        | Percent                        | Pounds                          | Percent                        | Percent                        | Pounds                          | Percent                        | Percent                        | Pounds                          | Percent                        |
| U. S. Fancy  | 7,176                            | 2                              | 2                              | 2,022                           | 45                             | -                              | 30,538                          | 63                             | -                              | -                               | 5,154                          | 7                              | 5,154                           | 7                              |
| U. S. No. 1  | 193,317                          | 68                             | 68                             | 39,638                          | 2                              | -                              | 11,014                          | 23                             | 89                             | 58,203                          | 78                             | 78                             | 58,203                          | 78                             |
| U. S. Commercial   | 1,632                            | 1                              | 1                              | 1,632                           | 11                             | -                              | 5,086                           | 10                             | -                              | -                               | -                              | -                              | -                               | -                              |
| U. S. No. 2  | 35,753                           | 13                             | 13                             | 9,744                           | 38                             | -                              | 1,845                           | 4                              | 9                              | 8,832                           | 12                             | 12                             | 8,832                           | 12                             |
| Ungraded or unclassified   | 9,550                            | 3                              | 3                              | 2,160                           | 2                              | -                              | 288                             | 2                              | 3/                             | 2,016                           | 2                              | 2                              | 2,016                           | 2                              |
| Grade unknown  | 37,316                           | 13                             | 13                             | 33,408                          | 3                              | -                              | 1,407                           | 2                              | 2                              | 656                             | 1                              | 1                              | 656                             | 1                              |
| Average realized retail prices and margins per pound, by income areas 2/           |                                  |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |
| U. S. Fancy  | Retail<br>price                  | Gross<br>margin                | Gross<br>margin                | Retail<br>price                 | Gross<br>margin                | Gross<br>margin                | Retail<br>price                 | Gross<br>margin                | Gross<br>margin                | Retail<br>price                 | Gross<br>margin                | Gross<br>margin                | Retail<br>price                 | Gross<br>margin                |
|  | Cents                            | Cents                          | Cents                          | Cents                           | Cents                          | Cents                          | Cents                           | Cents                          | Cents                          | Cents                           | Cents                          | Cents                          | Cents                           | Cents                          |
|  | 6.4                              | 2.7                            | 2.0                            | 4.9                             | 1.3                            | -                              | 4.6                             | 1.7                            | -                              | 7.0                             | 2.9                            | 2.9                            | 7.0                             | 2.9                            |
| U. S. No. 1  | 4.7                              | 1.8                            | 1.3                            | 3.8                             | .9                             | -                              | -                               | -                              | 1.8                            | 5.5                             | 2.2                            | 2.2                            | 5.5                             | 2.2                            |
| U. S. Commercial   | 2.7                              | .9                             | 1.0                            | 2.7                             | 1.2                            | -                              | 3.0                             | 1.2                            | -                              | -                               | -                              | -                              | -                               | -                              |
| U. S. No. 2  | 3.2                              | 1.3                            | 1.2                            | 2.7                             | 1.2                            | -                              | 3.3                             | 2.6                            | 1.2                            | 3.7                             | 1.6                            | 1.6                            | 3.7                             | 1.6                            |
| Ungraded or unclassified   | 3.2                              | 1.1                            | 1.2                            | 3.0                             | 1.2                            | -                              | 5.2                             | 2.3                            | 2.6                            | 2.8                             | 1.0                            | 1.0                            | 2.8                             | 1.0                            |
| Grade unknown  | 3.6                              | 1.4                            | 1.2                            | 3.4                             | 2.6                            | -                              | 5.0                             | 2.3                            | 2.3                            | 4.9                             | 1.7                            | 1.7                            | 4.9                             | 1.7                            |

1/ Does not include any apples of McIntosh variety which were reported as sold in cartons.

2/ For explanation of income areas, see footnote 2, table 5, page 11.

3/ Less than 1 percent.

Table 45.- Greening apples: Quantities of Specified Grades of Eastern Apples of the Greening Variety,  
Sold Weekly in Various Income Areas, With Retail Prices and Gross Retail Margins, as Reported by  
New York City Retailers, March 1940

| Total quantities sold weekly and proportions of each grade sold in income area 1/ |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |
|---|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|
| Grade sold  | All income areas                |                                |                                | Low-income areas                |                                |                                | Medium-low income areas         |                                |                                | Medium-high income areas        |                                |                                | High income areas               |                                |
|   | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total |
|   | Pounds                          | Percent                        | Percent                        | Pounds                          | Percent                        | Percent                        | Pounds                          | Percent                        | Percent                        | Pounds                          | Percent                        | Percent                        | Pounds                          | Percent                        |
|   |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |
| U. S. Fancy   | 420                             | 1                              | 18                             | 420                             | 18                             | 73                             | 13,950                          | 82                             | -                              | 19,920                          | 84                             | -                              | -                               | -                              |
| U. S. No. 1   | 45,873                          | 78                             | 34                             | 770                             | 34                             | 24                             | 2,624                           | 15                             | 15                             | 3,168                           | 13                             | 13                             | -                               | -                              |
| U. S. No. 2   | 9,572                           | 16                             | -                              | -                               | -                              | 1                              | 396                             | 2                              | 2                              | -                               | -                              | -                              | -                               | -                              |
| Ungraded or unclassified  | 828                             | 1                              | 11                             | 240                             | 11                             | 2                              | 114                             | 1                              | 1                              | 772                             | 3                              | 3                              | -                               | -                              |
| Grade unknown   | 2,032                           | 4                              | 37                             | 840                             | 37                             | 2                              | 114                             | 1                              | 1                              | 772                             | 3                              | 3                              | -                               | -                              |
| Average realized retail prices and margins per pound, by income areas 1/          |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |
|   | All income areas                |                                |                                | Low-income areas                |                                |                                | Medium-low income areas         |                                |                                | Medium-high income areas        |                                |                                | High income areas               |                                |
|   | Retail<br>price                 | Gross<br>margin                | Gross<br>margin                | Retail<br>price                 | Gross<br>margin                | Gross<br>margin                | Retail<br>price                 | Gross<br>margin                | Gross<br>margin                | Retail<br>price                 | Gross<br>margin                | Gross<br>margin                | Retail<br>price                 | Gross<br>margin                |
|   | Cents                           | Cents                          | Cents                          | Cents                           | Cents                          | Cents                          | Cents                           | Cents                          | Cents                          | Cents                           | Cents                          | Cents                          | Cents                           | Cents                          |
|   |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |
| U. S. Fancy   | 4.9                             | 2.1                            | 2.1                            | 4.9                             | 2.1                            | -                              | 4.1                             | 1.3                            | -                              | 4.9                             | 1.4                            | 1.7                            | -                               | -                              |
| U. S. No. 1   | 4.4                             | 1.5                            | 1.4                            | 4.4                             | 1.4                            | 1.3                            | 3.3                             | 1.0                            | 1.4                            | 2.9                             | 1.3                            | 1.3                            | -                               | -                              |
| U. S. No. 2   | 2.9                             | 1.1                            | -                              | -                               | -                              | 1.0                            | 3.0                             | 1.0                            | 1.4                            | -                               | -                              | -                              | -                               | -                              |
| Ungraded or unclassified  | 2.4                             | 0.9                            | 0.1                            | 1.3                             | 0.1                            | 0.8                            | 4.6                             | 1.6                            | 1.6                            | 5.7                             | 2.1                            | 2.1                            | -                               | -                              |
| Grade unknown   | 4.8                             | 1.7                            | 1.9                            | 4.2                             | 1.9                            | 0.8                            | 4.6                             | 1.6                            | 1.6                            | 5.7                             | 2.1                            | 2.1                            | -                               | -                              |

1/ For explanation of income areas, see footnote 2 table 5, page 11.

Table 46.- Rome Beauty apples: Quantities of Specified Grades of Eastern Apples of the Rome Beauty Variety, Sold Weekly in Various Income Areas, With Retail Prices and Gross Retail Margins, as Reported by New York City Retailers, March 1940

| Grade sold                    | Total quantities sold weekly and proportions of each grade sold in income areas <sup>1/</sup> |                                |                  |                                 |                                |                  |                                 |                                |                  |                                 |                                |                  |
|-------------------------------|---|--------------------------------|------------------|---------------------------------|--------------------------------|------------------|---------------------------------|--------------------------------|------------------|---------------------------------|--------------------------------|------------------|
|                               | All income areas  |                                |                  | Low income areas                |                                |                  | Medium-low income areas         |                                |                  | Medium-high income areas        |                                |                  |
|                               | Quan-<br>tity<br>sold<br>weekly   | Percent-<br>age<br>of<br>total | Percent<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent<br>total |
| U. S. Fancy                   | 1,107   | 2                              |                  | 15                              | 2/                             |                  |                                 |                                |                  |                                 |                                |                  |
| U. S. No. 1                   | 41,180  | 75                             |                  | 2,424                           | 23                             |                  | 8,980                           | 78                             |                  | 14,852                          | 95                             |                  |
| U. S. Commercial              | 208   | 2/                             |                  | 194                             | 2                              |                  |                                 |                                |                  | 16                              | 2/                             |                  |
| U. S. No. 2                   | 3,496   | 6                              |                  | 1,800                           | 17                             |                  | 1,224                           | 11                             |                  | 232                             | 2                              |                  |
| Ungraded or unclas-<br>sified | 960   | 2                              |                  | 48                              | 2/                             |                  | 576                             | 5                              |                  | 194                             | 1                              |                  |
| Grade unknown                 | 8,132   | 15                             |                  | 6,084                           | 58                             |                  | 756                             | 6                              |                  | 288                             | 2                              |                  |

Average realized retail prices and margins per pound, by income areas <sup>1/</sup>

| Grade sold                    | All income areas |                 |                 | Low income areas |                 |                 | Medium-low income areas |                 |                 | Medium-high income areas |                 |                 |
|-------------------------------|------------------|-----------------|-----------------|------------------|-----------------|-----------------|-------------------------|-----------------|-----------------|--------------------------|-----------------|-----------------|
|                               | Retail<br>price  | Gross<br>margin | Gross<br>margin | Retail<br>price  | Gross<br>margin | Gross<br>margin | Retail<br>price         | Gross<br>margin | Gross<br>margin | Retail<br>price          | Gross<br>margin | Gross<br>margin |
|                               | Cents            | Cents           | Cents           | Cents            | Cents           | Cents           | Cents                   | Cents           | Cents           | Cents                    | Cents           | Cents           |
| U. S. Fancy                   | 5.7              | 2.0             |                 | 6.7              | 1.4             |                 |                         |                 |                 |                          |                 |                 |
| U. S. No. 1                   | 4.1              | 1.3             |                 | 3.5              | 1.2             |                 | 3.7                     | 1.0             |                 | 3.9                      | 1.2             |                 |
| U. S. Commercial              | 2.5              | 1.1             |                 | 2.6              | 1.2             |                 |                         |                 |                 | 2.5                      | .6              |                 |
| U. S. No. 2                   | 2.3              | 1.0             |                 | 1.8              | .8              |                 | 2.1                     | .8              |                 | 4.0                      | 1.5             |                 |
| Ungraded or unclas-<br>sified |                  |                 |                 |                  |                 |                 |                         |                 |                 |                          |                 |                 |
| Grade unknown                 | 2.5              | 1.0             |                 | 3.1              | .6              |                 | 2.0                     | 1.0             |                 | 3.5                      | 1.4             |                 |
|                               | 3.2              | 1.0             |                 | 2.8              | .8              |                 | 4.8                     | 1.9             |                 | 4.2                      | 1.2             |                 |

<sup>1/</sup> For explanation of income areas, see footnote 2, table 5, page 11.

<sup>2/</sup> Less than 1 percent.

Table 47.- Delicious apples (eastern): Quantities of Specified Grades of Eastern Apples of the Delicious Variety, Sold Weekly in Various Income Areas, With Retail Prices and Gross Retail Margins, as Reported by New York City Retailers, March 1940

| Total quantities sold weekly and proportions of each grade sold in income areas <sup>1/</sup> |                                 |                                |       |                                 |                                |       |                                 |                                |       |                                 |                                |       |                                 |                                |       |  |
|---|---------------------------------|--------------------------------|-------|---------------------------------|--------------------------------|-------|---------------------------------|--------------------------------|-------|---------------------------------|--------------------------------|-------|---------------------------------|--------------------------------|-------|--|
| Grade sold  | All income areas                |                                |       | Low income areas                |                                |       | Medium-low income areas         |                                |       | Medium-high income areas        |                                |       | High income areas               |                                |       |  |
|   | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Cents | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Cents | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Cents | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Cents | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Cents |  |
|   |                                 |                                |       |                                 |                                |       |                                 |                                |       |                                 |                                |       |                                 |                                |       |  |
| U. S. Fancy   | 1,236                           | 3                              |       | 576                             | 4                              |       | 660                             | 4                              |       | 7,226                           | 95                             |       | 6,016                           | 94                             |       |  |
| U. S. No. 1   | 34,894                          | 71                             |       | 11,248                          | 72                             |       | 10,404                          | 54                             |       |                                 |                                |       |                                 |                                |       |  |
| U. S. Commercial  | 72                              | 2/                             |       | 72                              | 2/                             |       |                                 |                                |       | 144                             | 2                              |       | 336                             | 5                              |       |  |
| U. S. No. 2   | 10,164                          | 21                             |       | 2,160                           | 14                             |       | 7,524                           | 39                             |       |                                 |                                |       |                                 |                                |       |  |
| Ungraded or unclas-<br>sified   | 624                             | 1                              |       | 432                             | 3                              |       | 48                              | 2/                             |       | 144                             | 2                              |       |                                 |                                |       |  |
| Grade unknown   | 1,836                           | 4                              |       | 1,104                           | 7                              |       | 616                             | 3                              |       | 72                              | 1                              |       | 44                              | 1                              |       |  |
| Average realized retail prices and margins per pound, by income areas <sup>1/</sup>           |                                 |                                |       |                                 |                                |       |                                 |                                |       |                                 |                                |       |                                 |                                |       |  |
| U. S. Fancy   | Retail<br>price                 | Gross<br>margin                | Cents | Retail<br>price                 | Gross<br>margin                | Cents | Retail<br>price                 | Gross<br>margin                | Cents | Retail<br>price                 | Gross<br>margin                | Cents | Retail<br>price                 | Gross<br>margin                | Cents |  |
|   |                                 |                                |       |                                 |                                |       |                                 |                                |       |                                 |                                |       |                                 |                                |       |  |
|   | 6.7                             | 4.0                            |       | 10.0                            | 7.0                            |       | 3.8                             | 1.3                            |       |                                 |                                |       |                                 |                                |       |  |
| U. S. No. 1   | 5.2                             | 1.8                            |       | 4.5                             | 1.3                            |       | 4.5                             | 1.4                            |       | 6.0                             | 2.5                            |       | 6.6                             | 2.6                            |       |  |
| U. S. Commercial  | 2.9                             | .7                             |       | 2.9                             | .7                             |       |                                 |                                |       |                                 |                                |       |                                 |                                |       |  |
| U. S. No. 2   | 2.8                             | 1.1                            |       | 2.9                             | .7                             |       | 2.6                             | 1.0                            |       | 4.4                             | 2.3                            |       | 5.0                             | 2.5                            |       |  |
| Ungraded or unclas-<br>sified   | 4.6                             | 2.1                            |       | 3.7                             | 1.7                            |       | 4.8                             | 1.5                            |       | 7.4                             | 3.8                            |       |                                 |                                |       |  |
| Grade unknown   | 3.2                             | 1.1                            |       | 2.0                             | .9                             |       | 4.8                             | 1.3                            |       | 4.9                             | 1.8                            |       | 6.6                             | 1.4                            |       |  |

<sup>1/</sup> For explanation of income areas, see footnote 2, table 5, page 11.

<sup>2/</sup> Less than 1 percent.

Table 48.- Baldwin apples: Quantities of Specified Grades of Eastern Apples of the Baldwin Variety,  
Sold Weekly in Various Income Areas, With Retail Prices and Gross Retail Margins, as Reported  
by New York City Retailers, March 1940

| Total quantities sold weekly and proportions of each grade sold in income areas 1/               |                                 |                                |              |                                 |                                |              |                                 |                                |              |                                 |                                |              |                                 |                                |
|--|---------------------------------|--------------------------------|--------------|---------------------------------|--------------------------------|--------------|---------------------------------|--------------------------------|--------------|---------------------------------|--------------------------------|--------------|---------------------------------|--------------------------------|
| Grade sold   | All income areas                |                                |              | Low income areas                |                                |              | Medium-low income areas         |                                |              | Medium-high income areas        |                                |              | High income areas               |                                |
|  | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent      | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent      | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent      | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent      | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total |
|  |                                 |                                |              |                                 |                                |              |                                 |                                |              |                                 |                                |              |                                 |                                |
| U. S. No. 1  | 28,784                          | 70                             | 31           | 1,020                           | 46                             | 78           | 14,342                          | 83                             | 1            | 9,830                           | 83                             |              |                                 |                                |
| U. S. Commercial   | 432                             | 1                              | 6            | 192                             | -                              | 1            | 240                             | -                              | 1            | -                               | -                              |              |                                 |                                |
| U. S. No. 2  | 6,696                           | 16                             | 5            | 168                             | 25                             | 15           | 2,856                           | 14                             | 15           | 1,680                           | 14                             |              |                                 |                                |
| Ungraded or unclas-<br>sified  | 3,744                           | 9                              | 22           | 720                             | 25                             | 5            | 840                             | 2                              | 5            | 192                             | 2                              |              |                                 |                                |
| Grade unknown  | 1,800                           | 4                              | 36           | 1,152                           | 4                              | 1            | 192                             | 1                              | 1            | 144                             | 1                              |              |                                 |                                |
| Average realized retail prices and margins per pound by income areas 1/                          |                                 |                                |              |                                 |                                |              |                                 |                                |              |                                 |                                |              |                                 |                                |
| U. S. No. 1<br>U. S. Commercial<br>U. S. No. 2<br>Ungraded or unclas-<br>sified<br>Grade unknown | Retail price                    | Gross margin                   | Retail price | Gross margin                    | Retail price                   | Gross margin | Retail price                    | Gross margin                   | Retail price | Gross margin                    | Retail price                   | Gross margin | Retail price                    | Gross margin                   |
|  | Cents                           | Cents                          | Cents        | Cents                           | Cents                          | Cents        | Cents                           | Cents                          | Cents        | Cents                           | Cents                          | Cents        | Cents                           | Cents                          |
|  | 4.2                             | 1.6                            | 2.8          | .8                              | 4.0                            | 1.4          | 4.1                             | 1.6                            | 4.6          | 1.7                             | 4.6                            | 1.7          | 2.3                             | 1.3                            |
|  | 2.7                             | 1.3                            | 1.3          | .2                              | -                              | -            | 3.8                             | 2.2                            | -            | -                               | -                              | -            | 3.2                             | 1.1                            |
|  | 3.2                             | 1.3                            | 2.7          | .9                              | 2.8                            | 1.0          | 3.0                             | 1.2                            | 4.0          | 1.7                             | 4.0                            | 1.7          | 3.2                             | 1.1                            |
| U. S. No. 1<br>U. S. Commercial<br>U. S. No. 2<br>Ungraded or unclas-<br>sified<br>Grade unknown | 2.1                             | .9                             | 1.7          | .8                              | 1.7                            | .7           | 3.3                             | 1.3                            | 2.3          | 1.3                             | 2.3                            | 1.3          | 3.2                             | 1.1                            |
|  | 2.9                             | .9                             | 2.7          | 1.0                             | 2.8                            | .6           | 4.7                             | 1.9                            | 3.2          | 1.9                             | 3.2                            | 1.9          | 3.2                             | 1.1                            |

<sup>1/</sup> For explanation of income areas, see footnote 2, table 5, page 11.

The Delicious variety was outstandingly the most important western apple handled by these retailers, and very few were sold which were not of fancy or extra fancy grade (table 49). In the lowest income areas, however, the proportion of extra fancy was only 44 percent of the total compared with 73 percent in the highest income areas. Extra fancy apples of the Delicious variety averaged to bring 6.2 cents per pound in lowest income neighborhoods and 8.1 cents per pound in highest income areas.

#### SIZES OF APPLES SOLD

The "2-1/2 inch and up" size accounted for 72 percent of the tonnage of eastern apples sold during March (table 50). Only 2 percent of the eastern apples sold during March were packed by count and practically all of them were reported as of U. S. Fancy grade. The classifications of eastern apples, according to size, were essentially the same during November and March.

No significant size differences were apparent between the "Extra Fancy" and "Fancy" western apples sold by these retailers (table 51). More than half of each were large sizes (100 or less apples per box). Slightly more than one-third were medium-sizes (113 to 150 per box). Some differences in sizes occurred between income areas, but almost all sizes were sold in each income area.

#### BRANDS OF APPLES SOLD

Wherever possible, the brand name of each lot of apples handled during the past week was obtained from the retailer. This was not possible in every case because the retailers did not remember the brand in some instances where the original container was not on hand.

##### Eastern Apples

Although the use of brands on eastern apples is not a general practice, a total of 54 different brand designations was supplied by retailers (table 52). These "brand" identifications were used on 31 percent of the tonnage but 10 regional "brand" names accounted for 28 of the 31 percent.

##### Western Apples

All western apples shipped to New York City were originally packed in branded containers. Although all containers are branded, brand identification was obtained for only 59 percent of the tonnage because in many cases the retailers had forgotten the brand name and had disposed of the containers. The brand designations on western apples, obtained from retailers, numbered 83 during March (table 52).

Table 49.- Delicious apples (western): Quantities of Specified Grades of Western Apples of the Delicious Variety, Sold Weekly in Various Income Areas, With Retail Prices and Gross Retail Margins, as Reported by New York City Retailers, March 1940

| Total quantities sold weekly and proportions of each grade sold in income areas <u>1/</u> |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                 |                                |                                |
|---|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|
| Grade sold  | All income areas                |                                |                                | Low income areas                |                                |                                | Medium-low income areas         |                                |                                | Medium-high income areas        |                                |                                 | High income areas              |                                |
|   | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Quan-<br>tity<br>sold<br>weekly | Percent-<br>age<br>of<br>total | Percent-<br>age<br>of<br>total |
|   |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                 |                                |                                |
| Extra Fancy   | 65,003                          | 62                             |                                | 12,627                          | 44                             |                                | 14,275                          | 57                             |                                | 15,580                          | 76                             | 22,521                          | 73                             |                                |
| Fancy   | 39,368                          | 37                             |                                | 15,769                          | 54                             |                                | 10,608                          | 43                             |                                | 4,895                           | 24                             | 8,096                           | 26                             |                                |
| U. S. No. 1   | 396                             | <u>2/</u>                      |                                | 220                             | 1                              |                                | -                               | -                              |                                | -                               | -                              | 175                             | 1                              |                                |
| Grade unknown   | 286                             | <u>2/</u>                      |                                | 264                             | 1                              |                                | 22                              | <u>2/</u>                      |                                | -                               | -                              | -                               | -                              |                                |
| Average realized retail prices and margins per pound, by income areas <u>1/</u>           |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                |                                 |                                |                                 |                                |                                |
| Extra Fancy<br>Fancy<br>U. S. No. 1<br>Grade unknown                                      | Retail<br>price<br>Cents        | Gross<br>margin<br>Cents       |                                | Retail<br>price<br>Cents        | Gross<br>margin<br>Cents       |                                | Retail<br>price<br>Cents        | Gross<br>margin<br>Cents       |                                | Retail<br>price<br>Cents        | Gross<br>margin<br>Cents       | Retail<br>price<br>Cents        | Gross<br>margin<br>Cents       |                                |
|   | 7.3                             | 1.3                            |                                | 6.2                             | 1.2                            |                                | 7.0                             | 1.7                            |                                | 7.5                             | 1.8                            | 8.1                             | 2.3                            |                                |
|   | 6.7                             | 1.6                            |                                | 5.8                             | 1.0                            |                                | 6.9                             | 1.7                            |                                | 7.2                             | 1.8                            | 7.7                             | 2.2                            |                                |
|   | 8.4                             | 2.8                            |                                | 8.0                             | 2.6                            |                                | -                               | -                              |                                | -                               | -                              | 8.9                             | 2.9                            |                                |
|   | 6.6                             | 1.0                            |                                | 6.6                             | 1.0                            |                                | 7.3                             | .9                             |                                | -                               | -                              | -                               | -                              |                                |

1/ For explanation of income areas, see footnote 2, table 5, page 11.

2/ Less than 1 percent.

Table 50.-- Proportion of Eastern Apples Sold Weekly, of Each Known Specified Size and Grade, as Reported  
by New York City Retailers, March 1940

| Size designation     | Proportion of specified grade meeting size designation |                       |                       |                       |  |                    | All grades               |                                   |
|----------------------|--|-----------------------|-----------------------|-----------------------|--|--------------------|--------------------------|-----------------------------------|
|                      | Fancy<br>Percent                                       | U.S. No. 1<br>Percent | U.S. No. 2<br>Percent | Commercial<br>Percent | Ungraded or<br>Unclassified<br>Percent | Unknown<br>Percent | Total<br>sales<br>Pounds | Percentage<br>of total<br>Percent |
| <u>Minimum size:</u> |  |                       |                       |                       |  |                    |                          |                                   |
| Less than 2 inch     | -  | 1/                    | 11                    | 19                    | 12                                     | 1                  | 12,032                   | 2                                 |
| 2 inch and up        | -  | 3                     | 7                     | 14                    | 35                                     | 9                  | 28,187                   | 5                                 |
| 2-1/4 inch and up    | 10   | 7                     | 12                    | 19                    | 8                                      | 15                 | 48,404                   | 8                                 |
| 2-1/2 inch and up    | 38   | 76                    | 65                    | 48                    | 45                                     | 69                 | 417,121                  | 72                                |
| 2-3/4 inch and up    | 1  | 6                     | 2                     | -                     | -                                      | 2                  | 27,724                   | 5                                 |
| 3 inch and up        | 1/   | 6                     | 3                     | -                     | 1/                                     | 4                  | 31,895                   | 6                                 |
| 3-1/4 inch and up    | -  | 1/                    | -                     | -                     | -                                      | -                  | 336                      | 1/                                |
| 3-1/2 inch and up    | -  | 1/                    | -                     | -                     | -                                      | -                  | 312                      | 1/                                |
| 4 inch and up        | -  | 1/                    | -                     | -                     | -                                      | -                  | 144                      | 1/                                |
| Total                | 49   | 99                    | 100                   | 100                   | 100                                    | 100                | 566,155                  | 98                                |
| <u>Uniform size:</u> |  |                       |                       |                       |  |                    |                          |                                   |
| Large                |  |                       |                       |                       |  |                    |                          |                                   |
| 95's - 1/2 bushel    | 4  | 1/                    | -                     | -                     | -                                      | 1/                 | 1,401                    | 1/                                |
| - bushel             | 12   | 1/                    | -                     | -                     | -                                      | -                  | 1,596                    | 1/                                |
| 112's-1/2 bushel     | 14   | 1/                    | -                     | -                     | -                                      | -                  | 2,213                    | 1/                                |
| - bushel             | 1  | -                     | -                     | -                     | -                                      | -                  | 132                      | 1/                                |
| Small                | 13   | 1/                    | -                     | -                     | -                                      | -                  | 2,336                    | 1/                                |
| 7                    | 7  | 1/                    | -                     | -                     | -                                      | -                  | 1,190                    | 1/                                |
| Total                | 51   | 1                     | -                     | -                     | -                                      | 1/                 | 8,873                    | 2                                 |
| Total                | 100  | 100                   | 100                   | 100                   | 100                                    | 100                | -                        | 100                               |
| Quantity sold 2/     | Pounds<br>11,687                                       | Pounds<br>416,123     | Pounds<br>69,982      | Pounds<br>1,504       | Pounds<br>14,500                       | Pounds<br>61,232   | Pounds<br>575,028        | Pounds<br>-                       |

1/ Less than 1 percent.

2/ Omitted 34,891 pounds for which size was not available, and 46 pounds of Lady apples.

Table 51.-- Proportion of Western Apples Sold Weekly of Each Known Specified Size and Grade and Proportion by Size Disposed of in Each Income Area, as Reported by New York City Retailers, March 1940

| Size designation<br>(count per box) | Proportion of grade meeting designated size |                  |                 |               | Total sales             |                    | Proportion of total sales in income area meeting designated size |                          |                      |                  |                       |                  |                           |
|-------------------------------------|---|------------------|-----------------|---------------|-------------------------|--------------------|--|--------------------------|----------------------|------------------|-----------------------|------------------|---------------------------|
|                                     | Extra Fancy<br>Percent                      | Fancy<br>Percent | U.S.No.1        |               | Unknown<br>Percent      | Quantity<br>Pounds | Percent-<br>age of<br>total<br>Percent                           | Low<br>income<br>Percent | Medium-low<br>income |                  | Medium-high<br>income |                  | High<br>income<br>Percent |
|                                     |   |                  | Percent         | Percent       |                         |                    |  |                          | Percent              | Percent          | Percent               | Percent          |                           |
| 56 and larger                       | 1   | 2/               | -               | -             | -                       | 704                | 1  | 1                        | 1                    | -                | -                     | 2/               | 2/                        |
| 64                                  | 1   | 2/               | -               | -             | -                       | 1,584              | 1  | 1                        | 2/                   | 1                | 1                     | 2                | 2                         |
| 72                                  | 6   | 2                | -               | 7             | 7                       | 6,760              | 4  | 4                        | 8                    | 3                | 3                     | 3                | 3                         |
| 80                                  | 13  | 12               | -               | 7             | 7                       | 19,954             | 13   | 28                       | 15                   | 8                | 8                     | 6                | 6                         |
| 88                                  | 24  | 26               | 10              | 7             | 7                       | 39,267             | 25   | 21                       | 17                   | 11               | 11                    | 36               | 36                        |
| 96                                  | 2/  | 2/               | -               | -             | -                       | 638                | 2/   | 2/                       | 2/                   | 2/               | 2/                    | 1                | 1                         |
| 100                                 | 10  | 13               | 3               | 7             | 7                       | 17,974             | 11   | 13                       | 15                   | 7                | 7                     | 11               | 11                        |
| Total large                         | 55  | 54               | 13              | 28            | 28                      | 86,881             | 55   | 68                       | 56                   | 30               | 30                    | 59               | 59                        |
| 113                                 | 15  | 10               | 3               | -             | -                       | 21,032             | 13   | 9                        | 15                   | 15               | 15                    | 14               | 14                        |
| 125                                 | 10  | 10               | 58              | 40            | 40                      | 17,041             | 11   | 11                       | 9                    | 15               | 15                    | 10               | 10                        |
| 138                                 | 8   | 7                | -               | 13            | 13                      | 11,197             | 7  | 2                        | 7                    | 11               | 11                    | 7                | 7                         |
| 150                                 | 6   | 9                | 10              | 15            | 15                      | 11,209             | 7  | 2                        | 7                    | 16               | 16                    | 5                | 5                         |
| Total medium                        | 39  | 36               | 71              | 68            | 68                      | 60,479             | 38   | 24                       | 38                   | 57               | 57                    | 36               | 36                        |
| 163                                 | 3   | 4                | 13              | -             | -                       | 5,445              | 3  | 1                        | 3                    | 8                | 8                     | 3                | 3                         |
| 180                                 | 1   | 4                | 3               | -             | -                       | 3,333              | 2  | 5                        | 1                    | 2                | 2                     | 1                | 1                         |
| 198                                 | 2   | 1                | -               | -             | -                       | 1,936              | 1  | 1                        | 1                    | 3                | 3                     | 1                | 1                         |
| 216                                 | 2/  | 1                | -               | 4             | 4                       | 726                | 1  | 1                        | 1                    | 2/               | 2/                    | -                | -                         |
| Total small                         | 6   | 10               | 16              | 4             | 4                       | 11,440             | 7  | 8                        | 6                    | 13               | 13                    | 5                | 5                         |
| Total all sizes -<br>percent        | 100   | 100              | 100             | 100           | 100                     | -                  | 100  | 100                      | 100                  | 100              | 100                   | 100              | 100                       |
| Total sales of<br>all sizes         | Pounds<br>104,779                           | Pounds<br>52,048 | Pounds<br>1,364 | Pounds<br>609 | Pounds<br>158,800<br>3/ | Pounds<br>31,597   | Pounds<br>-  | Pounds<br>31,534         | Pounds<br>30,303     | Pounds<br>31,534 | Pounds<br>65,366      | Pounds<br>65,366 | Pounds<br>65,366          |

1/ For explanation of income area see footnote 2, table 5, page 11.

2/ Less than 1 percent.

3/ Does not include 672 pounds for which size was unknown and 23 pounds of Lady apples.



Some shippers' tonnage was identified under several brands. For example, 20 of the brands named were found to have applied to the tonnage of 10 shippers. These 10 larger volume shippers originated 86 percent of the tonnage identified as to brand (table 53). These 10 shippers probably shipped most of the tonnage for which brands are unknown. Assuming that the make-up of the unknown tonnage was about the same as the branded tonnage, no one of the 10 shippers

Table 53.- Quantities of Western Apples, Supplied by Specified Shippers and Sold Under Specific Brands Weekly as Reported by 99<sup>1</sup> Retail Outlets, New York City, March 1940 1/

| Shipper                | Number of brands supplied by shipper | Quantities handled weekly |       | Proportion of tonnage identified as to brand |
|------------------------|--------------------------------------|---------------------------|-------|--|
|                        |                                      | Pounds                    | Boxes |  |
| "A" .....              | 3                                    | 13,589                    | 309   | <u>Percent</u><br>15                         |
| "B" .....              | 1                                    | 4,092                     | 93    | 4  |
| "C" .....              | 3                                    | 12,335                    | 280   | 13   |
| "D" .....              | 2                                    | 2,673                     | 61    | 3  |
| "E" .....              | 2                                    | 14,878                    | 338   | 16   |
| "F" .....              | 2                                    | 7,590                     | 172   | 8  |
| "G" .....              | 2                                    | 5,801                     | 132   | 6  |
| "H" .....              | 1                                    | 7,975                     | 181   | 9  |
| "I" .....              | 2                                    | 5,929                     | 135   | 6  |
| "J" .....              | 2                                    | 5,566                     | 127   | 6  |
| Others <u>2/</u> ..... | 63                                   | 13,564                    | 308   | 14   |
| Total known brands     | 83                                   | 93,992                    | 2,136 | 100  |
| Brands unknown .....   | -                                    | 65,503                    | 1,489 | -  |
| Total sales .....      | -                                    | 159,495                   | 3,625 | -  |

1/ Complete or partially complete brand information was obtained from 605 retail outlets.

2/ This group of "Other" shippers is not given individual mention because of small volume. None of these 63 brands sold in quantities of over 50 boxes per week and 45 of them sold in quantities of less than 5 boxes per week.

originated more than 16 percent of the western apples and one of them supplied only 3 percent (table 53). These data show that western apples were marketed under a large number of brands by a large number of shippers and that no one shipper dominated the sales or seemed to have enough tonnage to warrant the additional expenses which sales promotion requires. Some form of collective action would seem to be necessary if sales promotion is to be made practicable and profitable.

These 10 shippers, as a whole, achieved distribution through 86 percent of the outlets (table 54). Their coverage in each income area was as follows: Low income 74 percent; medium-low 83 percent; medium-high 94 percent; high #1, 83 percent; and high #2, 10/89 percent. Each of these 10 shippers had sales in each income area. No one shipper alone succeeded in supplying as many as one-fifth of the retailers who supplied brand information.

Analysis of the weekly quantities of apples supplied to retailers by each shipper show that only two shippers attained average sales per outlet which exceeded one box per day and that only in the low income area (table 55). The combined sales per outlet averaged 3.5 boxes per week, but only one shipper had sales which averaged as much as 3.2 boxes.

The Delicious (Standard and Red) variety made up about 66 percent of the western apple tonnage sold weekly during March by the retailers included in this survey. The larger sizes (100 or less apples per box) sold in largest volume.

Although the average price paid for these sizes by consumers was 9 cents per pound, prices paid for the output of these 10 shippers ranged from 6 cents for shipper "J" to 9.7 cents for shipper "H" (table 56). The realized retail price averaged \$3.71 per box, and ranged from \$2.45 for shipper "J" to \$4.00 for shipper "H". Cost prices at the store did not differ as much as retail prices. The range was \$2.05 for shipper "J" to \$2.82 for shipper "E". Gross margins averaged only 30 cents on tonnage supplied by shipper "D" in comparison with \$1.43 on tonnage supplied by shipper "G".

#### SIZES OF WESTERN APPLES RELATED TO PRICES

Officials of cooperative associations and others in the western apple producing territory have found that large sizes of apples have often been harder to sell than the medium sizes. This situation is probably a reflection of retail experiences. Comparisons of retail and cost prices for large and medium sized western apples of the Extra Fancy grade and of the Delicious variety show that prices obtained for the larger sizes of apples were substantially lower than those paid for medium sized apples in all except the highest income areas (table 57). Retailers in all but the

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10/ See footnote 2, table 54.

Table 54.- Proportion of Stores Handling Western Apples Supplied by Specified Shippers, as Reported by 605 New York City Retailers, March 1940

| Shipper                                   | Percentage <u>1/</u> of outlets in income areas supplied by each shipper <u>2/</u> |                   |                    |                       |               | Total         |
|---|--|-------------------|--------------------|-----------------------|---------------|---------------|
|   | Low income   | Medium-low income | Medium-high income | High income <u>3/</u> |               |               |
|   |  |                   |                    | No. 1                 | No. 2         |               |
|   | Percent  | Percent           | Percent            | Percent               | Percent       | Percent       |
| "A"                                       | 9  | 9                 | 14                 | 6                     | 33            | 16            |
| "B"                                       | 5  | 6                 | 7                  | 3                     | 17            | 8             |
| "C"                                       | 7  | 23                | 24                 | 17                    | 13            | 18            |
| "D"                                       | 4  | 3                 | 4                  | 1                     | 7             | 4             |
| "E"                                       | 7  | 14                | 19                 | 12                    | 34            | 19            |
| "F"                                       | 3  | 10                | 15                 | 4                     | 14            | 11            |
| "G"                                       | 4  | 13                | 6                  | 8                     | 7             | 8             |
| "H"                                       | 28   | 11                | 10                 | 15                    | 13            | 15            |
| "I"                                       | 3  | 2                 | 14                 | 15                    | 7             | 8             |
| "J"                                       | 2  | 7                 | 2                  | 12                    | 14            | 7             |
| Combination                               | 74   | 83                | 94                 | 83                    | 89            | 86            |
|   | <u>Number</u>  | <u>Number</u>     | <u>Number</u>      | <u>Number</u>         | <u>Number</u> | <u>Number</u> |
| Total number of outlets with brands named | 95   | 127               | 162                | 72                    | 149           | 605           |

1/ These percentages are based on the 605 outlets for which brand information was obtained.

2/ For explanation of income areas see footnote 2, table 5, page 11.

3/ Differences within the "high income" area indicate the advisability of two groups - #1 comprises the \$65 to \$99 rental areas and #2, the \$100 or more rental areas.

Table 55.- Quantities of Western Apples Supplied by Specified Shippers and Sold Under Specific Brands Weekly, as Reported by 521 Retail Outlets, New York City, March 1940

| Shipper                 | Number of boxes sold weekly per outlet under specific brand in each income area <sup>1/</sup> |                   |                    |                           |              |              |
|-------------------------|---|-------------------|--------------------|---------------------------|--------------|--------------|
|                         | Low income  | Medium-low income | Medium-high income | High income <sup>2/</sup> |              | All areas    |
|                         |   |                   |                    | No. 1                     | No. 2        |              |
|                         | <u>Boxes</u>  | <u>Boxes</u>      | <u>Boxes</u>       | <u>Boxes</u>              | <u>Boxes</u> | <u>Boxes</u> |
| "A" .....               | 3.7   | 1.4               | 3.8                | 1.9                       | 3.6          | 3.2          |
| "B" .....               | 1.1   | 1.1               | 2.1                | 1.5                       | 2.1          | 1.8          |
| "C" .....               | 1.7   | 3.0               | 2.6                | 2.5                       | 2.4          | 2.6          |
| "D" .....               | .9  | 3.1               | 3.0                | 1.0                       | 2.2          | 2.3          |
| "E" .....               | 8.0   | 2.5               | 2.3                | 2.0                       | 2.9          | 2.9          |
| "F" .....               | 8.3   | 1.5               | 2.9                | 1.7                       | 2.4          | 2.7          |
| "G" .....               | 1.6   | 2.3               | 4.1                | 3.3                       | 2.9          | 2.9          |
| "H" .....               | 2.3   | 2.6               | .9                 | 2.7                       | 2.0          | 2.1          |
| "I" .....               | 1.3   | 2.5               | 2.2                | 2.8                       | 4.2          | 2.8          |
| "J" .....               | 3.5   | 2.7               | 3.4                | 2.1                       | 3.0          | 2.8          |
| Total 10 shippers ..... | 3.1   | 2.7               | 3.2                | 2.7                       | 5.1          | 3.5          |

<sup>1/</sup> For explanation of income areas see footnote 2, table 5, page 11.

<sup>2/</sup> Differences within the "high-income" area indicate the advisability of two groups - #1 comprises the \$65 to \$99 rental areas and #2, the \$100 or more rental areas.

highest income area obtained a larger gross margin from the sale of medium sized apples than from the larger sizes. Apples in both size groups were sold in each of the income areas.

The fact that the higher-priced medium sized apples sold in largest volume in the medium-high income area raises some interesting price questions, which can not be answered here. It calls attention to the fact that the unexpected often happens.

Table 56.- Prices Paid for Western Apples of the Delicious Variety (Extra Fancy Grade -- Sizes 100 and Larger) Supplied by Specified Shippers and Sold Under Specific Brands, as Reported by 101 Retail Outlets in the Highest Income Areas of New York City, March 1940

| Shipper       | Number of outlets | Consumer price per pound | Realized retail price, cost and margin per box |                     |              |
|---------------|-------------------|--------------------------|--|---------------------|--------------|
|               |                   |                          | Realized retail price                          | Cost price at store | Gross margin |
|               |                   | Cents                    | Dollars  | Dollars             | Dollars      |
| "A" .....     | 1                 | 7.6                      | 3.20   | 2.55                | .65          |
| "B" .....     | 7                 | 9.6                      | 3.89   | 2.66                | 1.23         |
| "C" .....     | 10                | 9.0                      | 3.77   | 2.67                | 1.10         |
| "D" .....     | 1                 | 6.9                      | 2.90   | 2.60                | .30          |
| "E" .....     | 18                | 9.5                      | 3.93   | 2.82                | 1.11         |
| "F" .....     | 12                | 8.1                      | 3.38   | 2.48                | .90          |
| "G" .....     | 6                 | 9.4                      | 3.94   | 2.51                | 1.43         |
| "H" .....     | 3                 | 9.7                      | 4.00   | 2.58                | 1.42         |
| "I" .....     | 1                 | 8.2                      | 3.44   | 2.24                | 1.20         |
| "J" .....     | 1                 | 6.0                      | 2.45   | 2.05                | .40          |
| Other .....   | 14                | 9.2                      | 3.80   | 2.66                | 1.14         |
| Unknown ..... | 32                | 9.3                      | 3.77   | 2.66                | 1.11         |
| Total .....   | 101               | 9.0                      | 3.71   | 2.62                | 1.09         |

Table 57.- Quantities, Prices and Margins on Large and Medium Sizes of Western Apples of the Delicious Variety  
(Extra Fancy Grade) Sold Weekly, as Reported by New York City Retailers, March 1940 1/

| Income area<br>2/  | Total quantity |             | Consumer price per pound |             | Realized retail price per box |             | Cost to retailer per box |             | Gross realized retail margin per box |             |
|--------------------|----------------|-------------|--------------------------|-------------|-------------------------------|-------------|--------------------------|-------------|--------------------------------------|-------------|
|                    | Large size     | Medium size | Large size               | Medium size | Large size                    | Medium size | Large size               | Medium size | Large size                           | Medium size |
|                    | Boxes          | Boxes       | Cents                    | Cents       | Dollars                       | Dollars     | Dollars                  | Dollars     | Dollars                              | Dollars     |
| Low                | 226            | 52          | 6.1                      | 8.0         | 2.56                          | 3.42        | 2.15                     | 2.46        | .41                                  | .96         |
| Medium-low         | 199            | 109         | 7.0                      | 7.6         | 2.97                          | 3.24        | 2.26                     | 2.47        | .71                                  | .77         |
| Medium-high        | 106            | 209         | 7.2                      | 8.2         | 2.98                          | 3.46        | 2.44                     | 2.55        | .54                                  | .91         |
| High 3/<br>Group 1 | 51             | 138         | 7.5                      | 8.2         | 3.16                          | 3.46        | 2.45                     | 2.55        | .71                                  | .91         |
| Group 2            | 244            | 59          | 9.0                      | 8.5         | 3.71                          | 3.59        | 2.62                     | 2.53        | 1.09                                 | 1.06        |
| Total              | 826            | 567         | 7.4                      | 8.1         | 3.09                          | 3.43        | 2.37                     | 2.52        | .72                                  | .91         |

1/ The large size group includes all boxes of 100 or less apples to the box and the medium size group includes all boxes of 113 to 150 apples to the box. The quantity of 163's and smaller was too limited for comparison.

2/ For explanation of income areas see footnote 2, table 5, page 11.

3/ Group 1 includes median rentals of \$65 to \$99 and group 2 median rentals of \$100 or more.

## SOURCES OF SUPPLY FOR APPLES

Independent retailers purchased eastern and western apples at five well known markets in the city and at a number of scattered supply points (table 58). Although the proportion purchased at each of the five larger markets was not the same for eastern and western apples, the order of importance was approximately the same. Purchases at the Washington Street market ranked first; at the Bronx Produce Terminal, second; at Wallabout market, third; at Harlem market, fourth; and at the Gansevoort market, fifth.

These markets were not of equal importance to each type of retail outlet. The Washington Street market was of first importance to all types of outlets except the pushcart and wagon hucksters. Pushcarts purchased about the same volume of eastern apples at the Washington Street market, the Bronx Produce Terminal, and at "other" markets. Independent grocers and meat markets purchased substantial quantities of apples (eastern and western) "at own store." Washington Street market furnished a higher percentage of western apples than of eastern apples.

These sources of supply data show where the market contacts with retailers are made. Almost all retailers select apples personally. These markets are important "links" in the distributive "chain" and warrant attention and sales promotion efforts.

## NUMBER OF ITEMS HANDLED

The number of items handled by retail fruit outlets differed greatly, ranging from an average of 6 or 7 in the case of pushcart operators or hucksters to 1,124 in the case of chain grocery stores (table 59). The number of items averaged lowest per outlet in lowest income areas except for pushcart operators. With the exception of chain groceries and pushcarts, the number of items reported as handled in high income areas was two or three times the number handled in low income areas.

The number of fresh fruit and vegetable items was often large enough to greatly limit the interest and attention given to any one item by the retailer. The number of fruit and vegetable items handled per store averaged about as follows: Fruit and vegetable stores, 41; independent grocers, 21; chain grocers, 26; meat markets, 33; pushcart operators, 6; and wagon or motor hucksters, 7 items.

The large number of items handled by most retailers may easily cause them to overlook the possibility of profits in any one fruit. Consequently, a retailer may, at times, fail to handle a fruit even though it might be profitable to do so. Such retailers need "reminders," while others need only sales helps. Wholesalers and jobbers can do some of this stimulating but they too usually have wide lines and need to be "pressured." These are logical "fields" for increased activities by grower organizations.

Table 58.-- Known Sources of Supply of Apples, by Type of Outlet, as Reported by Independent Retailers, New York City, March 1940 <sup>1</sup>/<sub>1</sub>

| How and where<br>apples were purchased | Total or average, all outlets |                             | Proportion of purchases by each type of outlet |                             |                            |                            |              |                    |                          |    |
|--|-------------------------------|-----------------------------|--|-----------------------------|----------------------------|----------------------------|--------------|--------------------|--------------------------|----|
|  | Quantity purchased            |                             | Number of stores                               |                             | Fruit and vegetable stores | Independent grocery stores | Meat markets | Pushcart operators | Wagon or motor hucksters |    |
|  | Total weekly                  | Percent-<br>age of<br>total | Total  | Percent-<br>age of<br>total |                            |                            |              |                    |                          |    |
| <u>Eastern apples:</u>                 |                               |                             |  |                             |                            |                            |              |                    |                          |    |
| <u>Personal selection:</u>             |                               |                             |  |                             |                            |                            |              |                    |                          |    |
| At own store                           | 21,213                        | 4                           | 120  | 12                          | 2                          | 14                         | 7            | 3                  | -                        | -  |
| Washington St. Market                  | 158,035                       | 34                          | 257  | 26                          | 36                         | 36                         | 43           | 32                 | 18                       | -  |
| Wallabout Market                       | 40,516                        | 8                           | 128  | 13                          | 13                         | 14                         | 5            | 2/1                | 1                        | 25 |
| Harlem Market                          | 28,219                        | 6                           | 63   | 6                           | 6                          | 4                          | 2/           | -                  | -                        | -  |
| Gansevoort Market                      | 288                           | 2/                          | 2  | 2/                          | 2/                         | 2/                         | 35           | 32                 | 47                       | -  |
| Bronx Market                           | 154,816                       | 31                          | 225  | 22                          | 30                         | 22                         | 10           | 32                 | 9                        | -  |
| Other markets                          | 79,518                        | 16                          | 204  | 20                          | 12                         | 9                          | 2/           | -                  | -                        | -  |
| By telephone or mail                   | 1,776                         | 1                           | 8  | 1                           | 1                          | 1                          | -            | -                  | -                        | -  |
| <u>Western apples:</u>                 |                               |                             |  |                             |                            |                            |              |                    |                          |    |
| <u>Personal selection:</u>             |                               |                             |  |                             |                            |                            |              |                    |                          |    |
| At own store                           | 6,456                         | 5                           | 104  | 13                          | 3                          | 14                         | 7            | 1                  | -                        | -  |
| Washington St. Market                  | 49,401                        | 42                          | 216  | 27                          | 45                         | 38                         | 38           | 38                 | 27                       | -  |
| Wallabout Market                       | 11,147                        | 9                           | 113  | 14                          | 12                         | 12                         | 6            | -                  | -                        | -  |
| Harlem Market                          | 7,238                         | 6                           | 51   | 7                           | 6                          | 7                          | -            | 7                  | -                        | -  |
| Gansevoort Market                      | 176                           | 2/                          | 2  | 2/                          | 2/                         | 2/                         | -            | -                  | -                        | -  |
| Bronx Market                           | 25,911                        | 22                          | 168  | 21                          | 23                         | 20                         | 31           | 15                 | 73                       | -  |
| Other markets                          | 18,110                        | 15                          | 138  | 17                          | 10                         | 8                          | 18           | 39                 | -                        | -  |
| By telephone or mail                   | 726                           | 1                           | 7  | 1                           | 1                          | 1                          | -            | -                  | -                        | -  |

<sup>1</sup>/<sub>1</sub> In addition to the above, 24,504 pounds of Eastern apples and 8,734 pounds of Western apples were purchased at several different markets but the quantities could not be exactly apportioned to each market.

<sup>2</sup>/<sub>1</sub> Less than 1 percent.

Table 59.-- Relation of Type of Retail Outlet and Income Area to  
Number of Items Handled Per Outlet, as Reported by 1,531  
Retailers, New York City, March 1940

| Type of<br>retail outlet      | Average number of items handled per<br>retail outlet in each income area <u>1/</u> |                          |                           |                |                         |
|-------------------------------|--|--------------------------|---------------------------|----------------|-------------------------|
|                               | Low<br>income  | Medium-<br>low<br>income | Medium-<br>high<br>income | High<br>income | Average<br>all<br>areas |
| Fruit and vegetable stores    | 39   | 79                       | 82                        | 124            | 79                      |
| <u>Grocery stores:</u>        |  |                          |                           |                |                         |
| Independents.....             | 326  | 533                      | 640                       | 998            | 631                     |
| Chains.....                   | 808  | 909                      | 1,051                     | 1,329          | 1,124                   |
| Meat markets.....             | 117  | 197                      | 164                       | 258            | 204                     |
| Pushcart operators.....       | 6  | 5                        | 5                         | 5              | 6                       |
| Wagon or motor hucksters..... | 5  | 7                        | 6                         | 12             | 7                       |

1/ For explanation of income areas, see footnote 2, table 5,  
page 11.



